

TRADE
MARK

'TABLOID' BRAND

GUIDE TO MEDICAL and FIRST-AID EQUIPMENTS



MOUNT EVEREST EXPEDITION

'Tabloid' Medical Equipment has been supplied to every Mount Everest Expedition — 1921, 1922, 1924, 1933 and 1936



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Guide to Medical and First-Aid Equipments

INTRODUCTION

THE exploration of unknown territories will never be other than an arduous and hazardous undertaking. So soon as the traveller leaves behind him the equable climate of the temperate zones and the amenities of civilisation, dangers and hardships of every kind await him. In tropical regions there are malaria, yellow fever, the dysenteries and a host of parasites to be combated; in the Arctic and Antarctic, besides frost-bite and snow-blindness, there is the dreaded scurvy, arising from the lack of fresh vegetables; everywhere, there is the ever-present danger of accidental injuries, the most trivial of which assumes a graver aspect when there is no medical aid within call.

Before modern scientific methods were applied to the preparation and packing of medical supplies for travel and exploration, the most ambitious party could carry at best a sadly inadequate equipment to cope with the dangers and diseases which threatened them. Some quinine, castor oil, a few bandages, perhaps, might be taken; any more elaborate supplies would soon have become useless through deterioration, or were so bulky that their transport would have presented an insuperable problem.

Among the first to make use of the unique service provided by Burroughs Wellcome & Co. was H. M. Stanley, whose comments are recorded on a later page; since his time, practically every traveller of note has entrusted the firm with the selection and preparation of the medical equipment for the venture.

Taking example from the experience of explorers and the more ambitious travellers, tourists and others who nowadays go far afield in search of pleasure and health, by road, rail, sea and air, have learned the value of the compact equipments of essential first-aid materials and medicines issued under the 'TABLOID' brand.

Some of the factors which contribute to the supremacy of 'TABLOID' Medical Equipments may here be briefly reviewed. First and foremost of these is *quality*. From the earliest years of the House, Burroughs Wellcome & Co. have set for their products standards of purity and quality of the most rigid character. Anything short of the best, whether in the raw materials or in the finished products, has no place in their organisation. The phrase, "Supreme quality is Burroughs Wellcome quality," is the statement of a fact that is recognised all over the world.

The last sentence gives the clue to another important factor. As will be seen from the imprint on the last page of this booklet, Burroughs Wellcome & Co. Associated Houses are established in every quarter of the globe. The firm is therefore acquainted at first hand with the particular medical needs of every territory, and is able to give authoritative advice on the selection of medical equipment for any journey or expedition.

Compactness and portability are obviously of major importance to the traveller, and here the superiority of 'TABLOID' Medical Equipment is unquestioned. Burroughs Wellcome & Co. are the acknowledged pioneers in the production of compressed medicaments and dressings. The stability and keeping properties of 'TABLOID' medicaments are no less notable than their quality and portability. By reason of their compact nature and the care with which they are packed, they are immune to every extreme of weather or climate. Positive proof of this is afforded by the numerous occasions on which 'TABLOID' Medicaments and Photographic Chemicals, after many years of transport or storage under tropical conditions, have been tested and found to be as fresh and active as when they left the Wellcome Chemical Works.



RELIC 'TABLOID' MEDICINE CASES—AFRICA

1—Medicine Belt carried by Capt. Stairs throughout his Katanga Expedition. 2—The famous "Rear-Guard" Medicine Chest used during Sir H. M. Stanley's travels. 3—Extricated from the ruins after the Bandawe Mission House had been demolished by lightning; the contents that escaped damage were used for more than ten years afterwards. 4—Once the property of E. G. Glave. Supplied for a journey made concerning the great slave question of Central Africa. This Case was afterwards damaged in the Brussels Exhibition Fire, 1910.

5—Carried by Capt. Thomas Stevens on the Expedition in East Africa to find Stanley. 6—Chest carried by Sir H. M. Stanley during the Emin Pasha Relief and other Expeditions. 7—Formerly the property of Dr. Percy Rendall, Principal Medical Officer, British Central Africa Administration. 8—Case carried by Frank Muxworthy, the famous African Caravan Leader, on three journeys through Uganda. 9—The last Medicine Chest supplied to Emin Pasha. This Chest was also damaged in the Brussels Exhibition Fire, 1910.

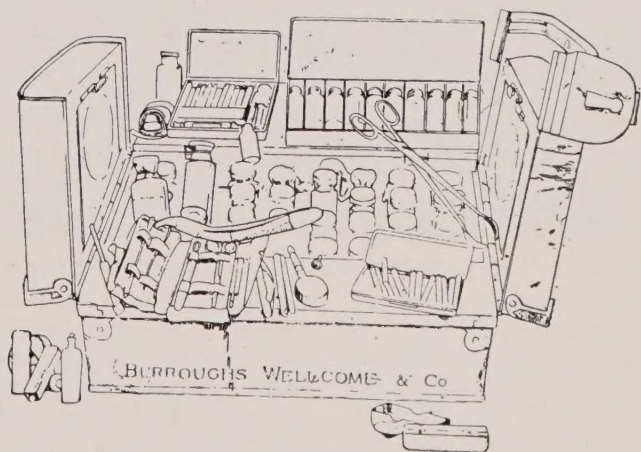
TROPICAL EXPLORATION

During one of the brief intervals between his great journeys, H. M. Stanley spoke of the difficulties encountered by explorers in combating disease, saying :—

“When I think of the dreadful mortality of Capt. Tuckey’s Expedition in 1816, of the Niger Expedition of 1841, of the sufferings of Burton and Speke, and of my own first expeditions, I am amazed to find that much of the mortality and sickness was due to the crude way in which medicines were supplied to travellers. The very recollection causes me to shudder.”

How the problem was solved for Stanley is best explained in his own words, spoken at a later date :—

“How it was to be done I knew not; who was to do it I did not know. But I made the acquaintance of Messrs. Burroughs Wellcome & Co. As soon as I came in sight of their preparations and their works, I found the consummation of my secret wish. On my later expeditions I had all the medicines that were required for my black men, as well as my white men, beautifully prepared, and in most elegant fashion arranged in the smallest medicine chest it was ever my lot to carry into Africa.”



One of the 'Tabloid' Brand Medicine Chests carried by the late Sir H. M. Stanley throughout the Emin Pasha Relief Expedition, and brought back as a souvenir, with the remaining contents unimpaired

In the early part of 1932, an interesting link with Stanley was discovered in the Government Medical Stores at Nairobi. This was one of the original 'TABLOID' Medicine Chests carried by the great explorer on the Emin Pasha Relief Expedition. The

Chest had apparently been lying in the Medical Stores for over 20 years, and still held some of the original contents.

Emin Pasha, General Gordon's Governor of Equatorial Africa, was himself supplied with a Burroughs Wellcome & Co. Medicine Chest. His last Expedition, in the service of the German Government, came to a tragic end in 1892, when mutiny broke out among his men and he was murdered. Among his effects, subsequently recovered, was a letter to Burroughs Wellcome & Co., in which he wrote :—

“I found the medicine chest you forwarded me fully stocked. I need not tell you that its very completeness made bound my heart. Articles like those could not be made but at the hands of the greatest artists in their own departments. If anyone relieved from intense pain pours out his blessings, they will come home to you.

“I should like to expatiate somewhat longer on the intrinsical value, but sickness preventing me to do so, I wish you to believe me.”

Dr Emin Pasha

The ‘TABLOID’ Chest furnished to Emin Pasha went through further vicissitudes. Looted by the Arabs when Emin was murdered, it was recovered by the Belgian explorer, Baron François Dhanis, Commandant of the Congo Free State troops. It was subsequently stolen from Baron Dhanis by natives, but eventually it was recovered near Kenia, in the Aruwhimi dwarf country, and returned to Burroughs Wellcome & Co.

Another famous medicine chest, used during Stanley's travels, has an interesting history. This was his “Rear-Guard” ‘TABLOID’ Medicine Chest, which for nearly four years was left in the swampy forest regions of the Aruwhimi. More than once it was actually under water in the river. It was found at last and brought back to England. Its remaining contents were tested by the official analyst of the *Lancet* (London, Eng.), who reported that the ‘TABLOID’ Medicaments were in a perfect state of preservation.



RELIC 'TABLOID' MEDICINE CASES—TRAVEL, ETC.

1—Harry de Windt's medical equipment, used on his travels in E. Siberia. 2—Chest taken by the late President Roosevelt on his shooting and hunting expedition in East Africa. 3—Chest carried by Lionel Declé on his three years' journey from the Cape to Uganda (6000 miles). 4—Mrs. Bishop (Miss Isabella Bird), in her book describing her extensive wanderings, highly commends this Medicine Case. 5—The Medical Equipment carried by Mrs. French Sheldon, F.R.G.S., on

her adventurous expedition throughout the entire Congo Free State. 6—Duplicate of Medicine Chest taken by Sven Hedin on his unique journey beyond the Himalayas into the heart of Tibet. 7—Case carried by R. L. Jefferson, F.R.G.S., on his famous bicycle ride to Khiva. 8—Pocket-Case carried by J.E. Budgett Meakin. 9—Medicine Chest carried by Julius Price, of the "Illustrated London News," for over 30,000 miles through various climes.

Algot Lange, who accompanied the University of Pennsylvania Expedition to the Amazon, makes many references in his book, *The Lower Amazon*, to his



'TABLOID' MEDICAL EQUIPMENT carried by Algot Lange during 6 years' exploration in the forests of the Amazon. Note the arrowhead embedded in the partition.

treatment of diseases by means of the medicaments in his 'TABLOID' Medical Equipment. In one passage he writes :—

“I open the B.W. Medicine Chest and take a heavy dose of Quinine I actually saw a mosquito in the act of biting the delirious fever patient, and a few seconds afterwards the same mosquito had changed victims and had its proboscis deep under my own skin before I could kill it. This invaluable medicine outfit has so far saved the lives of three men, and perhaps saved me prophylactically in a like manner.” Again, “The B.W. Medicine Case, of course, accompanies the Expedition and proves itself invaluable; there is hardly a day that I am not called upon to render some service in this line.”

Sven Hedin, who was the first white man to explore the Roof of the World in Tibet, carried a 'TABLOID' Medicine Chest which not only served him in illness and hardship, but on one occasion even helped him out diplomatically. At Shigatse he was accorded the privilege of an interview with the Tashi-Lama. The Tibetan potentate displayed such a lively interest in the Chest and its contents that Hedin gave it to him. Two monks of the medical faculty were instructed to obtain from the explorer and write out in Tibetan a complete list of the contents and their uses.

One of the foremost contributors to present-day knowledge of South America, Dr. Alexander Hamilton Rice has conducted no fewer than seven Expeditions into Colombia, Brazil and Venezuela, during which he mapped the immense area of 500,000 square miles of tropical South America. Writing of his fifth Expedition through the swamps of the Amazon, he commented:—

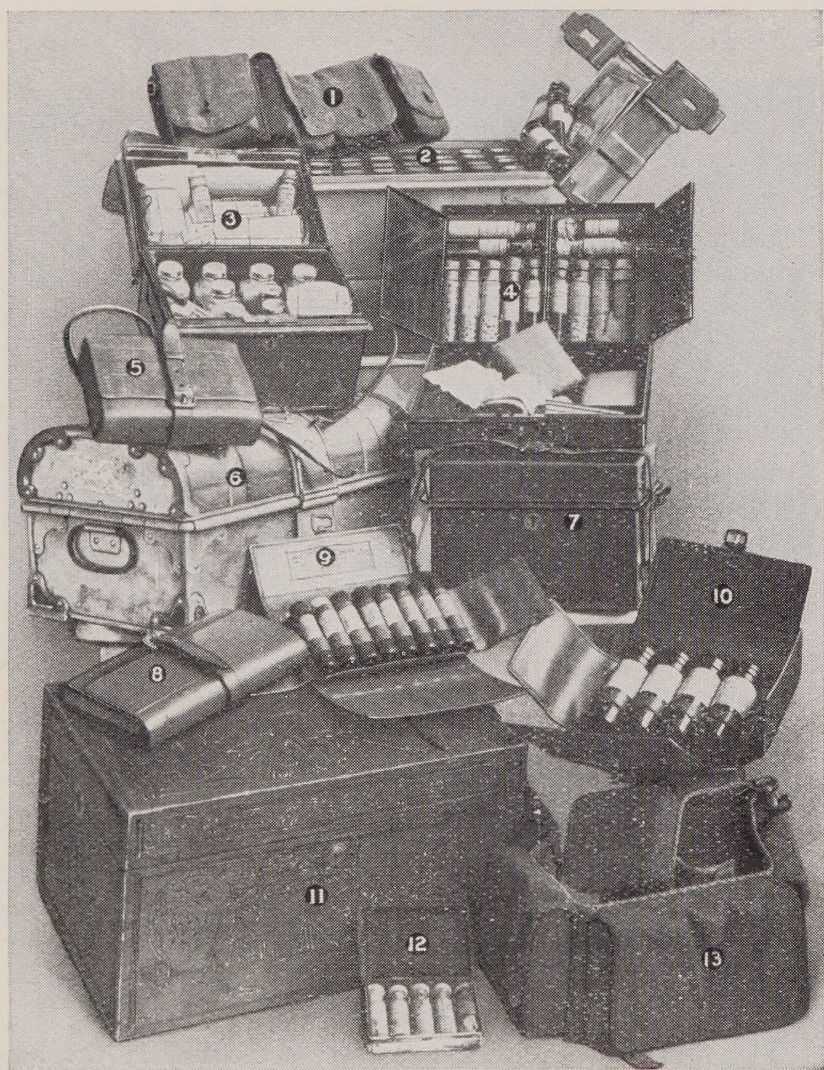
“Everything supplied by Burroughs Wellcome & Co. has proved most satisfactory and efficient under most trying and adverse conditions of climate and stubborn cases of disease.”

Amongst other appreciative users of ‘Tabloid’ Medical Equipment may be mentioned Dr. Roy Chapman Andrews, M.A., Sc.D., Chief of the Division of Asiatic Exploration and Vice-Director of the Division of the American Museum of Natural History, famous for his discovery of dinosaur eggs in the Gobi desert, and Lieutenant-Colonel Mearns, who accompanied Colonel Theodore Roosevelt as medical officer on many of his Expeditions.

The Medical Officers of the great British Companies engaged in commercial enterprise abroad have been able to submit ‘Tabloid’ Equipments and Medicaments to thorough and exacting trials, and have testified to the efficient service rendered by both. In particular, Dr. R. F. Rand, M.D., F.R.C.S., Principal Medical Officer, British South Africa Company, and Dr. W. H. Crosse, M.D., M.R.C.S., Principal Medical Officer, British Royal Niger Company, have written appreciatively of the extreme portability and absolute reliability of ‘Tabloid’ Medicaments.

WARFARE

To Military Expeditions, efficient medical equipment is as necessary as the emergency ration. For more than a generation past, ‘TABLOID’ Medical Equipments have been used in every campaign of note. During the Spanish-American War, the utility of ‘TABLOID’ Outfits was tested and confirmed both in Cuba and the Philippines. In the campaigns of Kitchener, from Omdurman to South Africa, they played a prominent part; as also in the Civil War in China. Of special interest was the equipment of the American Ladies’



RELIC 'TABLOID' MEDICINE CASES—WARFARE

1—One of the Medicine Belts used during the Spanish-American War. 2—One of the Medicine Chests used in the Ashanti Campaign, 1895-6. 3—G. W. Steevens carried this Equipment through many campaigns and journeys. 4—A relic of many battles and sieges, formerly the property of W. Maxwell, war correspondent. 5—One of the Cases supplied to the British Colonial contingents during the South African War. 6—Part of the Medical Equipment of Greece during the war with Turkey, 1897. 7—Duplicate of the Medical Equipment of Bennet Burleigh, war correspondent.

8—One of the portable Medicine Cases used on the Dongola Expedition. 9—A duplicate of equipment used during the Anglo-Egyptian campaign in the Sudan. 10—A specially-designed Case carried by the C.I.V. in the South African War. 11—A specially-designed Chest, part of the medical equipment entirely supplied by Burroughs Wellcome & Co. for the Hospital Ship "Maine." 12—Pocket Medicine Case carried by General Viljoen throughout the South African War. 13—Medicine Belt used during the Benin Campaign.

Hospital Ship *Maine*, for the South African Campaign, the whole of the medical outfit of which was supplied by Burroughs Wellcome & Co.

To war correspondents, as to soldiers, 'TABLOID' Equipments have proved to be of the utmost utility and value. Among the world-famous journalists who have carried 'Tabloid' Cases are included Bennet Burleigh, Frederick Villiers, René Bull, Julius Price and William Maxwell, the late G. W. Steevens and a host of others. An extract from a report of the Special War Correspondent of the *Lancet* is worth recording here:—

"It affords me infinite satisfaction to state that I have myself for some years dispensed, and have also seen administered by medical officers of both Naval and Military Services, Burroughs Wellcome & Co.'s 'Tabloid' preparations during the Sudan, Ashanti, Benin and recent South African campaigns. I cannot refrain from expressing my opinion as to their distinct and marked superiority over the medicinal preparations of former days. They are far more portable, very acceptable so far as the palate is concerned, far less liable to absorb damp on service during rapid changes of climate, are always found exact as to their dose-weight, and, what is of far more importance, retain their efficiency much longer than any other medical products I know of . . . The firm of Burroughs Wellcome & Co. are deservedly to be congratulated upon the marked scientific advance they have made in pharmaceutical reform."

MOUNT EVEREST

The most spectacular feat of this century so far has been the conquest of Mount Everest, the highest mountain in the world. Aeroplanes were needed finally to accomplish this feat (*see front cover*), but the attempts to do it on foot were notable exploits of gallantry and endurance. In the Expeditions of 1921, 1922 and 1924 the same 'TABLOID' Medical Equipment was used in all three attempts, showing an endurance befitting its association with one of the great romances of human endeavour. Major R. W. G. Hingston, I.M.S., the Medical Officer of the 1924 Expedition, made the following report:—

"I am having returned to the Mount Everest Committee the 'Tabloid' Chest of Medicines and appliances which your firm has supplied to successive Mount Everest



BASE CAMP, MOUNT EVEREST

Official photograph by CAPT. J. B. L. NOEL, developed on the spot with 'TABLOID' 'RYTOL,' reproduced by permission of the Committee of Mount Everest Expedition

Expeditions. The Chest has been most successful. It has served with three successive Expeditions, and, though subjected to much ill-usage through transport, it is still fit to do duty with a fourth.

"I have some experience of the requirements of medical equipment, both on Himalayan Expeditions and on active service, and I know nothing which combines efficiency and portability better than does your 'Tabloid' Chest."

Rubyington

The organisers of the Houston-Mount Everest Expedition, which set out early in 1933 to conquer the mountain from the air, and succeeded brilliantly, paid a significant tribute to the lightness, compactness and efficiency of 'TABLOID' Equipment by selecting one No. 244 and two No. 261 'TABLOID' Medicine Cases, the former for use at the Base and the others for aircraft equipment. Reporting on the 'TABLOID' Equipments supplied, Col. P. T. Etherton, the Secretary of the Expedition, stated :—



Part of the 'TABLOID' MEDICAL EQUIPMENT
supplied for the Houston-Mount Everest Flight, 1933

“With reference to the Medicine Cases supplied by you to the above Expedition, I wish to express our entire appreciation and how very useful we found them on the aerial voyage from England to India and during the stay of the Expedition at its Base at Purnea, whence the flight over the world's highest mountain was made. In view of our experience of this excellent outfit we consider that every Expedition should be similarly equipped.”

P. H. Rutledge

In May, 1933, a fourth climbing Expedition, led by Mr. Hugh Rutledge, composed of an entirely different personnel, made the attempt. Their gallant efforts were blocked by snow and they were recalled by London. This, incidentally, was the first Expedition to carry radio. Mr. Rutledge's Medical Officer reported:—

“The equipment was packed in two 'Tabloid' Aluminium Medicine Chests, fitted with featherweight unbreakable containers, reserves being packed in three-ply wood boxes. The equipment and the containers were extremely satisfactory.”

To this report the leader appended the following:—

“I should like to add my appreciation of the excellent work done for the Expedition by Messrs. Burroughs Wellcome & Co.”

H. Rutledge.

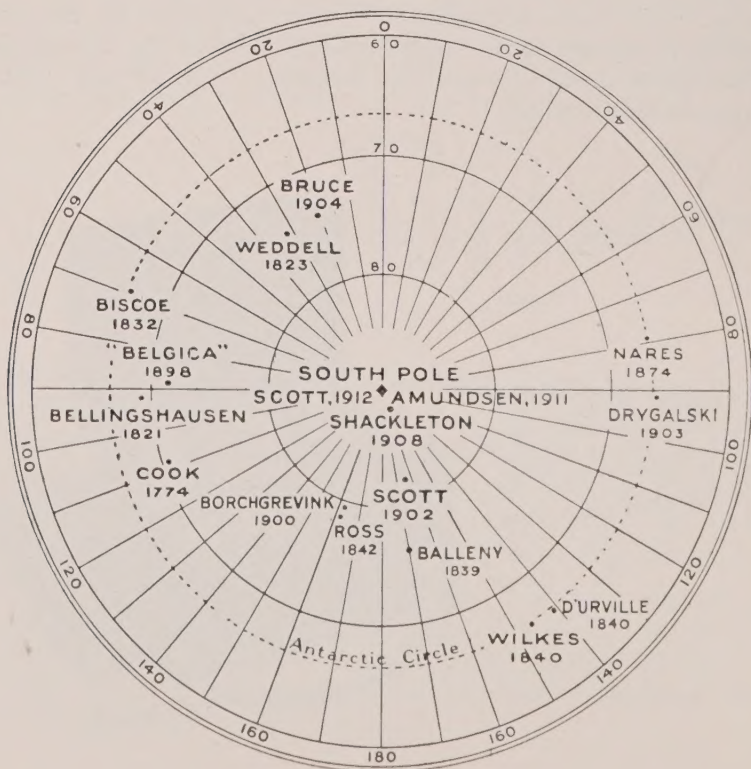
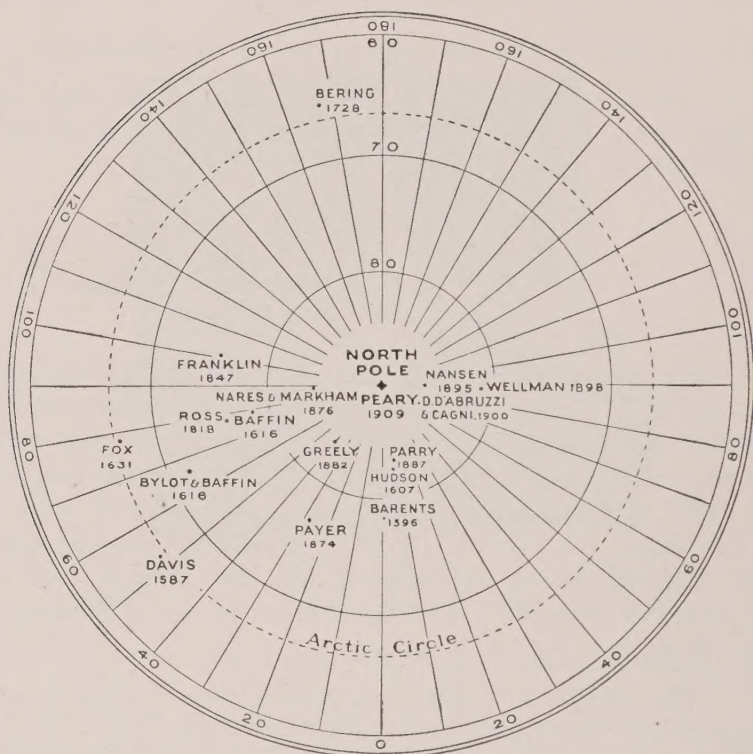
A fifth expedition, again led by Mr. Rutledge, set out early in 1936. Unfortunately, they encountered weather conditions of unprecedented severity, and were unable to reach a height greater than that attained by the 1921 reconnaissance expedition before early arrival of the monsoon forced them to abandon the attempt. The following report, signed by the leader and by Dr. Charles Warren, Medical Officer to the Expedition, was received:—

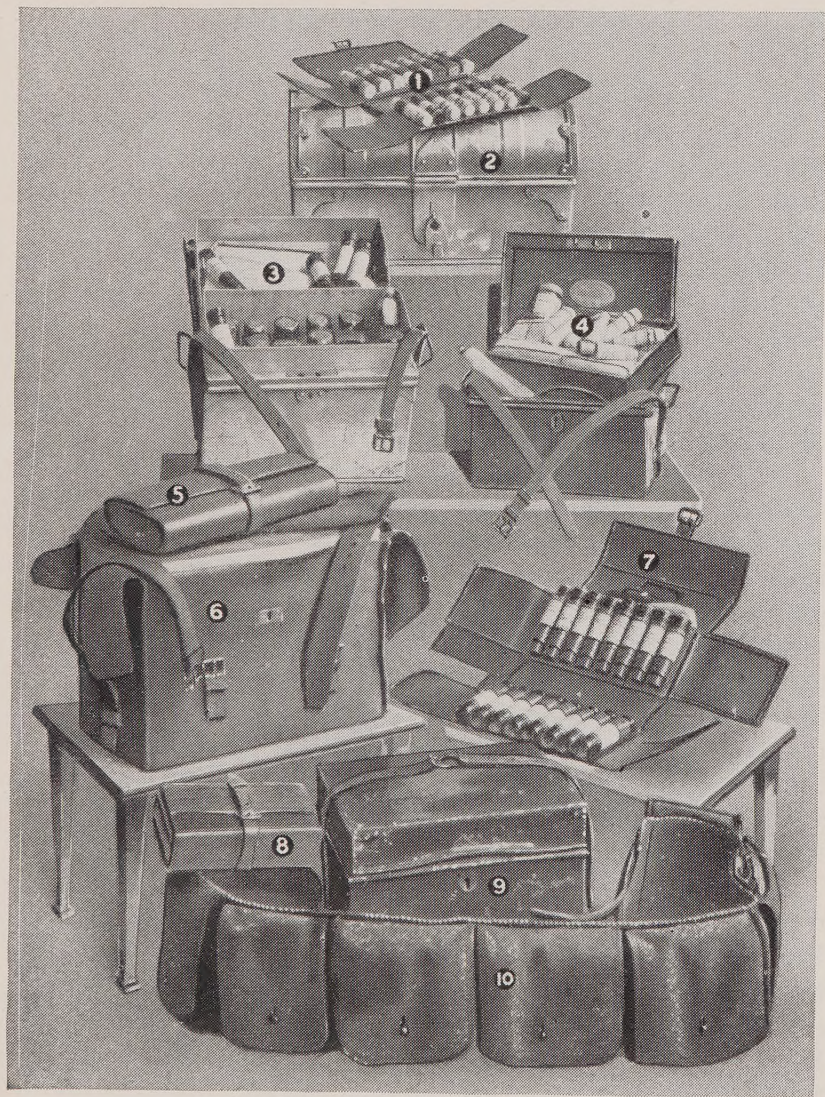
“The Medical equipment which was supplied and packed for the expedition by Burroughs Wellcome & Co., as on previous occasions, proved to be satisfactory in every way. We much appreciate the care and trouble that was taken to attend to our requirements both at the Burroughs Wellcome headquarters in London, and at the firm’s branch in Bombay.”

‘TABLOID’ MEDICINE
CASE carried on the
1936 Mount Everest
Expedition



RECORD OF EARLY EFFORTS TO REACH THE POLES





RELIC 'TABLOID' MEDICINE CASES—POLAR EXPLORATION

1—Scottish National Antarctic Medicine Case. 2—Chest used during three years' exploration by the Jackson-Harmsworth Arctic Expedition. 3—A duplicate of the Chest carried by the Duke of the Abruzzi's Polar Expedition. 4—Part of the complete Medical Equipment supplied by Burroughs Wellcome & Co. for the National Antarctic Expedition, 1901. 5—Andrée, on his historic attempt to reach the North Pole by balloon, carried a Case of this design. 6—Medicine Case

used by Wellman on his attempt to reach the North Pole in an airship. 7—Carried on the journey to the summit of Mount Erebus, and during the "Farthest South" journey, British Antarctic Expedition, 1907/9. 8—Case carried by the party which reached the South Magnetic Pole, British Antarctic Expedition, 1907/9. 9—Chest which formed part of Peary's equipment on his historic discovery of the North Pole. 10—Belt supplied to Nansen for journey "Farthest North."

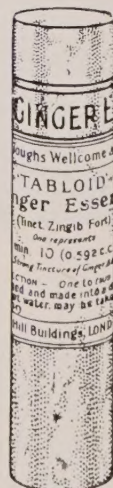
POLAR EXPLORATION

In the annals of Polar exploration, 'TABLOID' Medical Equipments hold a unique distinction. They were *First*, *Second* and *Third* at the North Pole and *First* and *Second* at the South Pole. 'TABLOID' Medical Equipments were the only medical outfits actually carried to the Poles by Peary, Amundsen and Scott. Among other famous investigators of the Arctic and Antarctic who carried 'TABLOID' Medical Equipments may be mentioned Nansen, Stefansson, Shackleton, Byrd and Wilkins.

In connexion with Nansen's achievements in the Arctic, Amundsen and others have testified that, although Nansen himself never reached the Pole, he laid the groundwork for the success of Peary in the north and Amundsen in the south. In his Expedition of 1893-96, he got as far as $86^{\circ} 14'$ north. His ship, the *Fram*, afterwards used by Amundsen, was built under his personal supervision, and from it many others learned how to construct vessels that would withstand the tremendous pressure of the ice. Nansen, in all his attempts at the Pole, carried with him a 'TABLOID' Medicine Chest.

The exploits of Admiral R. E. Peary are too well known to recount here in detail. His first important contribution to Polar knowledge was the proof that Greenland is an island. Then he established the fact that the Polar ice cap extends no farther than 82° north. He also settled rumours of rich iron deposits in the Arctic by discovering the lode to be a meteorite—the largest known. Six times Peary attempted what is curiously called a "dash" to the Pole, and six times he was beaten back. Finally, on September 6, 1909, the world learned that Peary had actually reached the Pole on April 6 of that year.

One of the eight tubes of 'TABLOID' products carried by Peary to the North Pole was presented by the explorer to Burroughs Wellcome & Co. on his return. In a report forwarded from Etah, Greenland, Peary wrote: "Burroughs Wellcome & Co.'s

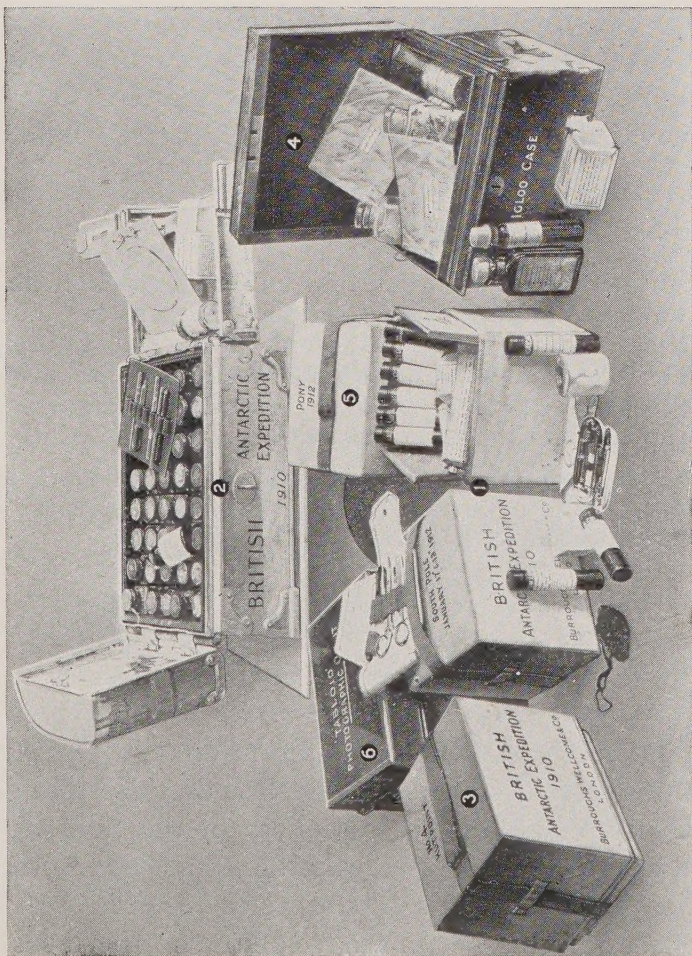


Tube of
'Tabloid'
products
carried by
Commander
Peary to the
NORTH POLE

RELIC 'TABLOID' MEDICINE CASES

BRITISH ANTARCTIC EXPEDITION, 1910

1—The actual Case taken by the Southern Party to the South Pole, which was reached January 17, 1912. It was afterwards found in the tent by the rescuing party. 2—This Store Case used for base supplies. 3—This Case belonged to the Party on the Southern Journey, but was left at Hut Point, the old winter quarters of the National Antarctic Expedition, 1901. 4—This Case was with the Northern Party for 12 months, and was very largely used. 5—Used by the Pony Party on the Relief Expedition, October and November, 1912. This Case was taken to Lat. 80° 10' South with the rescuing party. 6—'Tabloid' Photographic Outfit used by Mr. H. G. Ponting, F.R.G.S., Camera Artist to the Expedition.



‘Tabloid’ Medicine Cases and supplies have proven invaluable.” And, in a previous report, he conveyed his “appreciation of the wonderful compactness and utility of your products.”

Another distinguished name in the records of the Arctic is that of Vilhjalmur Stefansson. His first work in the field was a series of archæological researches he made in Iceland. He also conducted an ethnological survey of the central Arctic coast of the shores of North America. In 1913, when the Canadian Government was organising the Canadian Arctic Expedition, Stefansson was put in charge, his task being to explore the regions west of the Parry Archipelago. With a force of only two men and six dogs he made a journey of 96 days over the moving ice pack, making valuable additions to the geography of those regions. He also discovered new land north of Prince Patrick Island.

In 1916, Stefansson wrote from his base at Banks Island :—

“In that section of which I have been in personal charge, we have fortunately had no serious illness so far, but the practical utility of the ‘Tabloid’ First-Aid Equipment which we carried was proved on the occasion of an accident which nearly proved fatal to Captain Bernard. This equipment met the emergency well.

“The ‘Tabloid’ medicaments were found more satisfactory, both in portability and keeping qualities, than others of which we have had experience.”

Vilhjalmur Stefansson

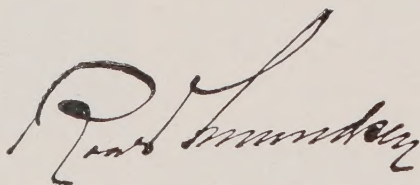
In the history of Polar exploration, no expedition was more dramatic in its success than that of Amundsen, which culminated in the discovery of the South Pole. Amundsen’s original aim was the North Pole, and he had acquired Nansen’s historic ship, the *Fram*, with the object of fixing her in the ice off the northern coast of

Alaska and drifting towards the North Pole. On the outward journey, he received news of Peary's success, and made a rapid change of plan. At once he made for the South Pole, and, favoured by conditions, reached it on December 14-17, 1911. Concerning the 'TABLOID' equipment which he took with him, he reported:—

"I have much pleasure in testifying to the efficiency of the 'Tabloid' Brand Medical Equipment with which you supplied me in 1910. All the medicines were most beautifully packed, and everything kept well.

"The brown leather case which I returned to you was the only one which I actually carried with me to the South Pole, and I have much pleasure in sending it back to you as a souvenir of my journey.

"I shall always consider one of your equipments as indispensable for either Arctic or Antarctic travels."

A handwritten signature in dark ink, which appears to read "R. Peary". The signature is written in a cursive, flowing style with a large initial 'R'.

In tragic contrast was the ill-fated Expedition of Captain Scott to the Antarctic. Scott reached the South Pole on January 17, 1912, a month after Amundsen. On the return journey, the leader and his four heroic companions succumbed. Evans died from concussion. Oates, the "very gallant English Gentleman," sacrificed himself, hoping to save his friends thereby. Scott, Bowers and Wilson perished through exhaustion and cold. Scott's last diary, telling the story of the fight against a nine days' blizzard with only two days' supply of food and fuel, was found in his tent, eight months later, together with a 'TABLOID' Medicine Case.

The official report by the surgeons to the British Antarctic Expedition, 1910, upon the medical equipments, reads as follows:—

BRITISH ANTARCTIC EXPEDITION, 1910

July 18, 1913

"The complete satisfaction derived from the medical equipment supplied to the National Antarctic Expedition, 1902-1904, guided us in selecting Messrs. Burroughs Wellcome & Co. for the sole supply of medical equipment. This equipment consisted entirely of 'Tabloid' Medicine Chests and Cases, and 'Tabloid' medicines, and we have to report that the good opinion previously formed was maintained. The equipment was absolutely complete and perfect in every detail, and the 'Tabloid' products retained their full activity under trying and varying conditions of climate and transport. The actual 'Tabloid' equipment designed by the late Dr. E. A. Wilson for the Southern journey, and carried to the Pole, is being returned to you, with its remaining contents, which are in perfect condition."

G. Murray Lewis

L. L. Atkinson

Edward H. Evans

Sir Ernest Shackleton's Imperial Trans-Antarctic Expedition of 1914, and the Shackleton-Rowett Expedition, 1922, relied upon 'Tabloid' Equipments. Mr. Frank Wild, one of the leaders of the latter party, wrote as follows:—

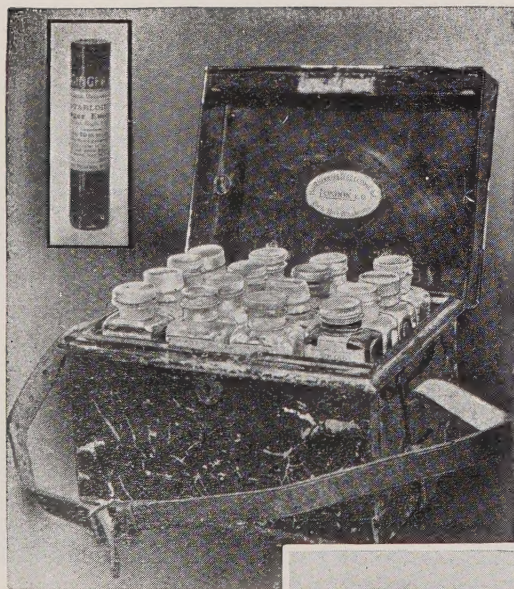
"There is little that can be said which will add to the high reputation your products already have, and I can only repeat what has been my experience on every one of the five expeditions in which I have taken part, viz., that your equipments and products gave every satisfaction and functioned equally well in tropic heat and antarctic cold. For compactness, reliability and general usefulness, they stand in a class by themselves."

Amongst other explorers of the Antarctic who relied on 'TABLOID' Medical Equipments may be mentioned Sir Douglas Mawson, Lincoln Ellsworth

'TABLOID' MEDICAL EQUIPMENTS

AT THE NORTH POLE

APRIL 6, 1909



'TABLOID' MEDICINE CHEST

supplied to

REAR-ADMIRAL
ROBERT EDWIN
PEARY

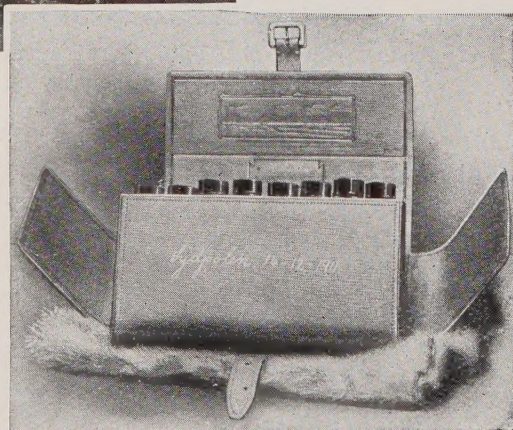
Inset is one of eight
tubes of 'Tabloid'
products, the **only**
medicines actually
carried to the North
Pole by the explorer

'TABLOID' MEDICINE CASE

supplied to

CAPTAIN
ROALD
AMUNDSEN

'Tabloid' products
were the **only** medi-
cines actually carried
by Captain Amundsen
to the South Pole



'TABLOID' MEDICAL EQUIPMENTS

AT THE SOUTH POLE

DECEMBER 14, 1911

and Rear-Admiral Byrd. Byrd's Antarctic Expedition was the most elaborately equipped ever known. Three vessels and three aeroplanes were taken, and a Base Camp established in the Bay of Whales, a Camp known all over the world as "Little America." The medical supplies furnished by Burroughs Wellcome & Co. were comprehensive, and included a large variety of 'TABLOID' Medicaments, 'TABLOID' Bandages and Dressings, a number of 'TABLOID'



A consultation at the Wellcome Dispensary "Little America,"
the most southerly dispensary in the Antarctic

First-Aid Kits and Medicine Cases of different sizes, some for use at the Base, and others for separate exploring parties. A small pharmacy, the farthest south in the world, was fitted up at "Little America," and named by Byrd the "Wellcome Dispensary," in honour of the late Sir Henry Wellcome. At this Dispensary, under the supervision of the medical officer, medicines were dispensed and injuries treated. The health of the entire party was thus maintained at a high level.

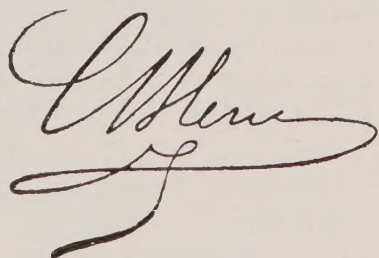
AVIATION

The Houston-Mount Everest Expedition which conquered that great mountain from the air was equipped, as described earlier, with 'TABLOID' medical outfits. The selection of 'TABLOID' Medical Equipments for this exploit was appropriate not only on account of their long tradition of service to explorers,

but also because they had been associated with aviation from its earliest days. When aerial travel became an accomplished fact, Burroughs Wellcome & Co. had already been for some 30 years acknowledged specialists in the preparation of light and portable outfits. 'TABLOID' Cases have therefore been the first choice of aviators throughout the history of flight.

In these days, when Transatlantic flights are a commonplace, it is interesting to review the exploits of the intrepid pioneers who laid the foundations of present-day aviation. There was Louis Blériot, first to fly the English Channel, who crossed from Les Baraques to Dover on July 25, 1909, accomplishing the 26-mile flight in 37 minutes. He wrote :—

"I find 'Tabloid' First-Aid Outfits most useful, and I have seen them in the hands of many of my friends, who, like me, think that no sportsman can run the risk of being without one."

A handwritten signature in dark ink, likely of Louis Blériot, featuring a large, stylized 'L' and 'B' followed by a long, sweeping horizontal line that ends in a small loop.

Blériot's flight was soon duplicated by his fellow-countryman, Henri Farman, who crossed the Channel in a hydroplane. He, too, reported enthusiastically on his 'TABLOID' First-Aid. Amongst the pioneers of aviation in England was an American, S. F. Cody, who had done important work for the British War Office in connexion with man-lifting kites, and was thus familiar with some of the problems of the air when he constructed and flew an aeroplane of his own design. He won the British Empire Michelin Trophy in 1910. 'TABLOID' First-Aid always accompanied him on his flights.

The first aviator to deliver letters by aeroplane was Jules Védrines, who won the Paris to Madrid race in 1911. In crossing the Pyrenees, Védrines had to rise to a height of more than 6000 feet, a record for that time.

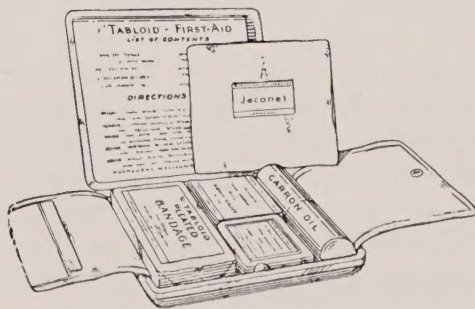
To make his task more hazardous still, he was attacked in mid-air by an eagle. In January, 1912, Védérines broke another world's record by attaining a speed of 105 miles per hour. He also was equipped by Burroughs Wellcome & Co. with a 'TABLOID' Pocket Outfit, and wrote appreciatively of it.

Henri Pécquet, another of the gallant band of French pioneer aviators, established an Indian record in 1911, by carrying a bag of mail from Allahabad across the Jumna to Naini. This was the first aerial mail recognised by the Government of India. Pécquet was not, however, the first airman to carry 'TABLOID' First-Aid in India; this honour went to Keith-Davies, an English pioneer aviator, who was, in fact, the first man to fly in India.

Among the heroes of the early days of aviation was Naval-Lieutenant Jean Conneau. Flying under the name of André Beaumont, he won the European Circuit Race, and also the London *Daily Mail* £10,000 prize for the circuit of Britain. He always had with him a 'TABLOID' First-Aid, of which he wrote:—

"Grâce à sa légèreté et son format, la petite boîte 'Tabloid' First-Aid se recommande spécialement aux aviateurs."

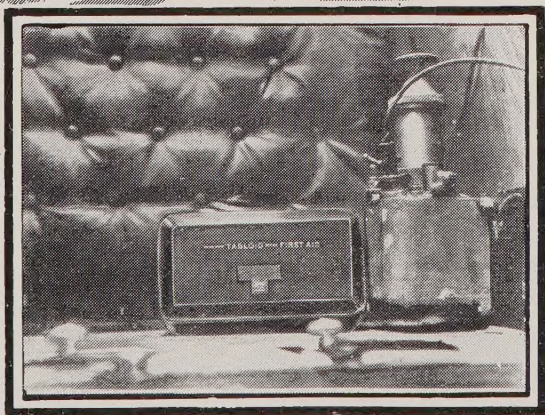
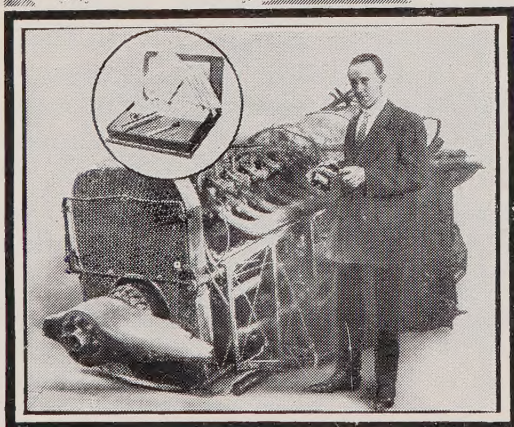
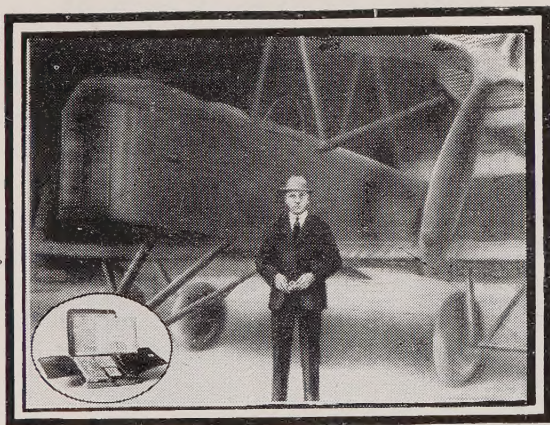
J. Conneau



'Tabloid' First-Aid as carried by Grahame-White on his flight from London to Manchester for the "Daily Mail" £10,000 prize

'TABLOID' equipments were also carried by Paulhan and Grahame-White, who competed for the *Daily Mail* £10,000 prize for the London to Manchester flight, won by the former, and by McCurdy, Sopwith, Tabuteau, Garros, Latham and

many others whose names have passed into aviation history.



'TABLOID' FIRST-AID EQUIPMENTS
Carried by the Pioneers of Transatlantic and
Australian Flights

1. Alcock 2. Hawker 3. Ross Smith

The first man to cross the Atlantic from America to Great Britain in a heavier-than-air machine was Commander Read of the U.S. Navy with Seaplane NC.C4. Commander Read took off on May 16, went by way of the Azores and Lisbon, and landed on English soil on May 31, 1919. The U.S. Navy authorities had given the most careful attention to the equipment of this attempt. 'TABLOID' Compressed Dressings and other Burroughs Wellcome & Co. First-Aid accessories were selected in order to assure the utmost economy of weight and space.

To Great Britain, however, fell the honour of the first non-stop flight from the New World to the Old. That was on June 14-15, 1919, when Captain John Alcock and Lieutenant Brown flew from Newfoundland to Ireland in a Vickers-Vimy machine. They made the journey in 16 hours 12 minutes, winning the *Daily Mail* £10,000 prize. Each afterwards received a knighthood. Sir John Alcock made the following report on his 'TABLOID' First-Aid, No. 706:—

“Part of the equipment of the Vickers-Vimy machine in which I crossed the Atlantic consisted of a 'Tabloid' First-Aid Case. It is the only possible medical outfit for an aviator.”

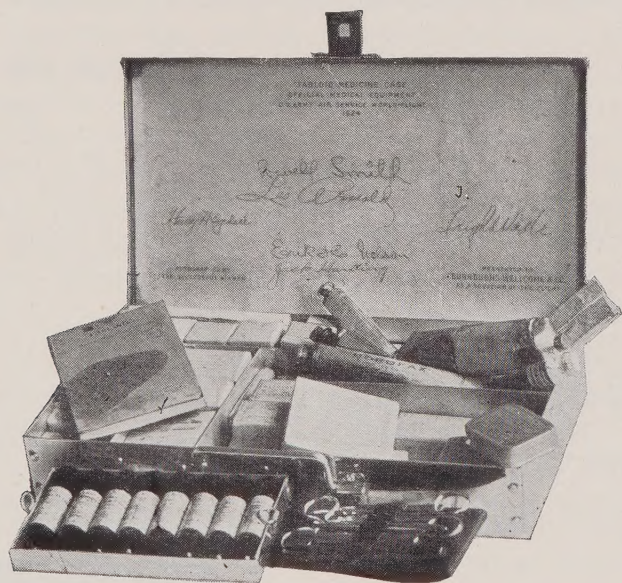
J. Alcock

The achievement of Alcock and Brown made up to England for the gallant failure of Commander Grieve and H. G. Hawker. At about the same time that the American, Commander Read, was proceeding from New York to England, Grieve and Hawker took off from Newfoundland. After flying 1900 miles they crashed—fortunately without fatality. There was a sensational rescue at sea and both Grieve and Hawker were saved. They also carried with them a 'TABLOID' First-Aid Equipment, of which Mr. Hawker wrote:—

“It is an admirable and wonderfully compact and light case and very useful in emergencies.”

H. G. Hawker

America then won the laurels for the first round-the-world flight, when Lieutenant Lowell H. Smith and his companions, in four planes, made their triumphant circuit of the globe. The sole medical equipment on



'Tabloid' Case carried on first flight round the world

each of these four planes was a 'TABLOID' Medicine Case. One of these, autographed by the successful fliers, was presented to Burroughs Wellcome & Co. as a souvenir of the voyage, together with a most favourable official report.

The first direct Transatlantic flight by airship was accomplished by the British Government Airship R34, which left East Fortune, Scotland, on July 2, 1919, and reached New York in 4-1/2 days, after a journey of 3500 miles. Subsequently, the R34 returned by a more southerly route of 4000 miles. On her historic flight, the airship carried a 'TABLOID' Medical and First-Aid Equipment.

Capt. Ross Smith, who flew from Hounslow, near London, to Port Darwin, Australia, and on to Melbourne (being afterwards knighted by the late King George V), was equipped with a 'TABLOID' Outfit. The case selected by him was 'TABLOID'

First-Aid, No. 715, specially fitted to supply the needs of his great adventure. Referring to this equipment, Capt. Sir Ross Smith reported :—

“It is a complete outfit for emergencies, but so compact that it takes up no material space on the machine.”

*Ross Smith Capt.
A.F.C.*

Lieut. Keith Smith, who accompanied his brother, and also received a knighthood, reported on their ‘TABLOID’ First-Aid that “it proved quite satisfactory, and came in very handy on more occasions than one.”

One memorable flight was that of Sir Alan Cobham, from England to Australia and back (June–October, 1926). His record has since been broken many times for speed, thanks to the great improvements which have been made in aircraft, navigational instruments, etc.,

CENTRAL AFRICAN AERIAL SURVEY

Sir Alan Cobham’s ‘TABLOID’
MEDICAL EQUIPMENT carried
on his 12,000 mile aerial
survey of Central Africa,
1931

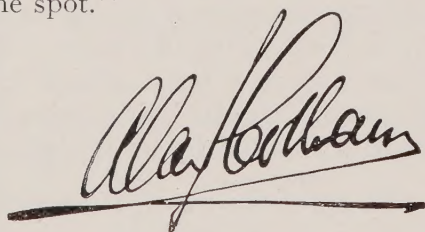


since 1926; for all that, Cobham’s flight is still remembered as a great achievement. He took with him a ‘TABLOID’ First-Aid Outfit when he started, and before he took off from Sydney, on his return voyage, the Australia house of Burroughs Wellcome & Co.

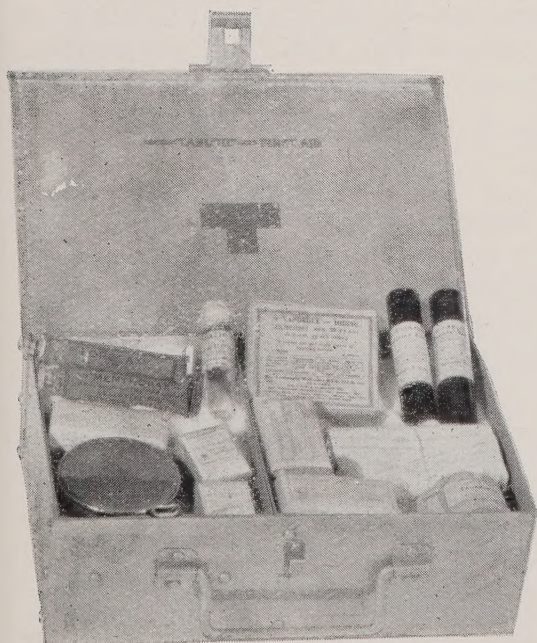
replenished the outfit. They received a report from the intrepid airman, in which he expressed appreciation of his 'TABLOID' Equipment.

Subsequently, Cobham made a number of pioneer survey flights, including one of 20,000 miles round Africa and another across Central Africa. On his return he wrote:—

"I write to tell you how very glad we were on the occasion of our flight to Lake Kivu and back, we had one of your 'Tabloid' First-Aid Cases on board my crew could hardly avoid cuts, knocks and abrasions, but a ready access to the 'Tabloid' Case made it possible for all these to be put right on the spot."

A handwritten signature in dark ink, appearing to read "Alcock", with a long horizontal line drawn underneath it.

An earlier section of this booklet deals with the Antarctic Expedition led by Rear-Admiral Byrd, and



'TABLOID' MEDICINE CASE carried by Rear-Admiral Byrd on his Transatlantic Flight, 1927

the elaborate equipment supplied by Burroughs Wellcome & Co. In 1927, a year before setting out on

this Expedition, Byrd, with three companions, made a bold attempt to cross the Atlantic from New York in a three-engined monoplane. After a successful sea crossing, Byrd and his companions flew for hours over France in rain, fog and darkness, with compasses and radio out of order, endeavouring to find a suitable landing-place. Eventually they were forced down by fuel shortage and alighted in the sea off Ver-sur-Mer, near Bayeux, about 2.30 a.m. The monoplane was badly damaged and sank, but its passengers were able to reach the shore and obtain assistance. Some nine years afterwards, it was learned that the medical equipment carried in the aeroplane had been salvaged by a member of the crew. The 'TABLOID' Medicine Case has now been added to the collection of historic Medicine Chests and Cases on view at the New York Exhibition Galleries of Burroughs Wellcome & Co.

Many of the medical equipments which have rendered service to memorable enterprises of exploration or travel, have, like the last-mentioned, been returned to Burroughs Wellcome & Co. as souvenirs by their grateful users, and are now on view at one or other of the Burroughs Wellcome & Co. Offices or Exhibition Galleries. Some of them bear honourable scars that tell

"Of moving accidents by flood and field,
And hair-breadth 'scapes"

All, if they could speak, could tell an exciting story of man's battle with the forces of nature in strange parts of the world. Most of them, too, would recall occasions when the presence of efficient medical equipment meant the difference between life and death or success and failure.

Sixty years ago, Burroughs Wellcome & Co. solved the difficulties of H. M. Stanley. They have done the same for every subsequent explorer and traveller of note. The record speaks for itself. Missionaries, travellers, planters, prospectors, naturalists, and indeed all whose vocation takes them to places remote from medical aid, may safely rely on the unique experience of Burroughs Wellcome & Co. to provide the most suitable equipment for their needs.

AN ABRIDGED LIST OF

TRADE MARK 'TABLOID' AND 'SOLOID' TRADE MARK

MEDICINE CHESTS AND CASES

The words 'TABLOID' and 'SOLOID' are Trade Marks or Brands



NO. 112 'TABLOID' BRAND
MEDICINE POCKET-CASE

Specially adapted for cyclists, tourists, etc. Will be found to meet all ordinary requirements.

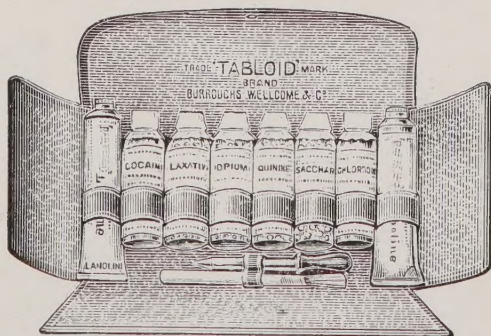
Made of Nickel-plated Metal. Fitted with *five* bottles of 'Tabloid' Brand products, Bismuth and Soda, 'Empirin,' Potassium Chlorate, Quinine Bisulphate and Laxative Vegetable.

No. 112 'Tabloid' Brand Medicine
Pocket-Case
Measurements: 4 X 3 X 1 in.

NO. 114 'TABLOID' BRAND MEDICINE POCKET-CASE
(*"The Alpine"*)

For Alpine travellers, mountaineers and tourists this little Case will answer most purposes. It is fitted with *four* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, also chlorodyne, cocaine and boric acid lotion, etc., the equipment recommended by the Alpine Club Committee. Has gusset pocket for dressings or papers. In Morocco Leather.

Weight, $9\frac{1}{2}$ oz.



No. 114 'Tabloid' Brand Medicine Pocket-Case
(*"The Alpine"*)

Measurements: $6\frac{3}{4}$ X $4\frac{1}{4}$ X $1\frac{1}{4}$ in.

NO. 115 'TABLOID' BRAND MEDICINE POCKET-CASE

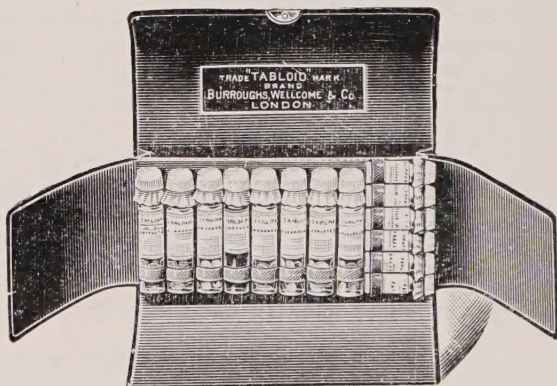


No. 115 'Tabloid' Brand Medicine Pocket Case

Measurements: $9\frac{1}{4} \times 4\frac{1}{4} \times 1\frac{1}{2}$ in.

NO. 116 'TABLOID' BRAND MEDICINE POCKET-CASE

In Cowhide, Morocco or Seal Leather. Contains *eight* $\frac{1}{2}$ oz. and *six* 1 dr. phials of 'Tabloid' Brand products. Also gusset pocket for dressings or papers, etc., etc.



No. 116 'Tabloid' Brand Medicine Pocket-Case

Measurements: $8\frac{7}{8} \times 4\frac{3}{4} \times 1\frac{1}{4}$ in.

NO. 117 'TABLOID' BRAND MEDICINE POCKET-CASE

In Morocco, Brown or Green Seal or Crocodile Leather, Cowhide and in Pigskin. Contains *sixteen* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products. Also gusset pocket for dressings or papers, etc., etc.



No. 117 'Tabloid' Brand Medicine Pocket-Case

Measurements: $7\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{5}{8}$ in.

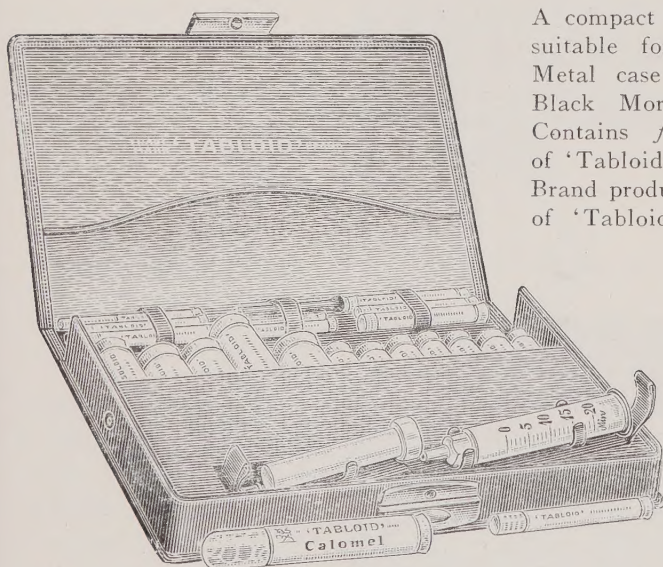
NO. 122 'TABLOID' BRAND MEDICINE POCKET-CASE

In Morocco Leather. Measurements: $4 \times 2\frac{1}{2} \times 1\frac{3}{8}$ in. Contains from *eight to ten* tubes of 'Tabloid' Brand products, according to the size of products. This Case is not suitable for large 'Tabloid' products, which require tubes of too great a diameter.

NO. 126 'TABLOID' BRAND MEDICINE POCKET-CASE

In Cowhide, Pigskin, Morocco, Brown or Green Seal or Crocodile Leather. Measurements: $5\frac{1}{2} \times 4 \times 1\frac{1}{2}$ in. Contains *fourteen* tubes of 'Tabloid' Brand products, and a removable tray carrying *twelve* tubes of 'Tabloid' Hypodermic products, an 'AGLA' Hypodermic Syringe and two needles.

NO. 128 'TABLOID' BRAND MEDICINE POCKET-CASE



A compact Case specially suitable for hard wear. Metal case covered with Black Morocco Leather. Contains *fourteen* tubes of 'Tabloid' and 'Soloid' Brand products, *nine* tubes of 'Tabloid' Brand Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, needles, etc.

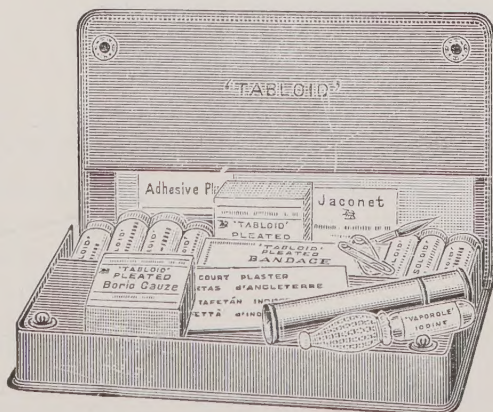
Measurements:
 $6 \times 3\frac{3}{4} \times 1$ in.

No. 128 'Tabloid' Brand Medicine Pocket-Case

NO. 131 'TABLOID' BRAND MEDICINE POCKET-CASE ("Book")

In Brown Leatherette, or Brown Morocco Leather. Contains *six* tubes of 'Tabloid' and 'Soloid' Brand products, a carefully selected assortment of 'Tabloid' Brand Dressings, etc.

Measurements:
 $6 \times 3\frac{1}{2} \times 1\frac{5}{16}$ in.



No. 131 'Tabloid' Brand Medicine Pocket-Case ("Book")

NO. 133 'TABLOID' BRAND MEDICINE POCKET-CASE



An Ideal Pocket-Case. Closes without any straps or external fastenings of any kind. Metal body, covered with Black Morocco Leather or Cowhide. Contains *eight* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, etc., wallet for papers, etc.

No 133 'Tabloid' Brand Medicine Pocket-Case

Measurements: $6\frac{5}{8} \times 4\frac{1}{4} \times 1\frac{1}{4}$ in.

NO. 134 'TABLOID' BRAND MEDICINE POCKET-CASE



In Cowhide, Pigskin, Morocco, Brown Seal or Crocodile Leather. Contains *eight* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products; also gusset pocket for dressings or papers, etc., etc.

No. 134 'Tabloid' Brand Medicine Pocket-Case

Measurements: $6\frac{1}{2} \times 4\frac{1}{2} \times 1\frac{3}{8}$ in.

NO. 135 'TABLOID' BRAND MEDICINE POCKET-CASE

In Cowhide or Morocco Leather. Measurements: $8\frac{3}{8} \times 6\frac{1}{2} \times 1\frac{1}{2}$ in. Contains *sixteen* 3 dr. and *eight* 1 dr. phials of 'Tabloid' Brand products, gusset pocket for dressings or papers, etc.

NO. 136 'TABLOID' BRAND MEDICINE SADDLE-CASE

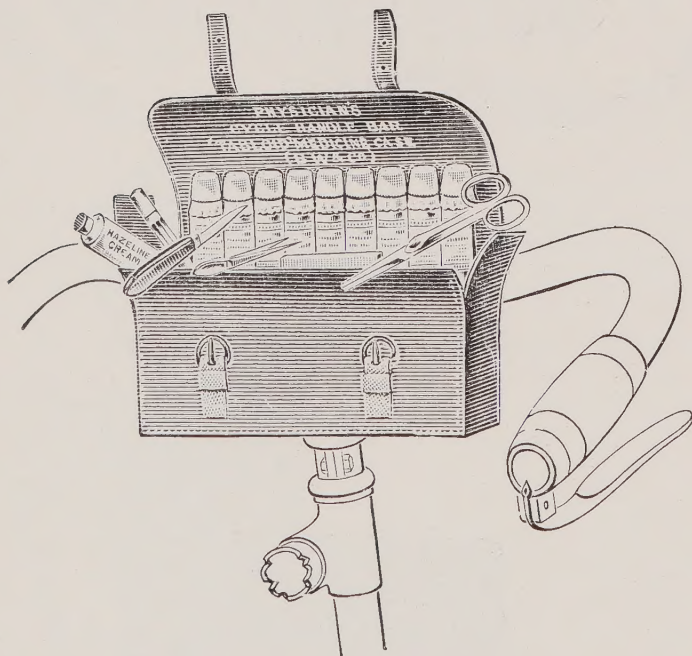
In Cowhide or Pigskin. Measurements: $6\frac{1}{2} \times 4\frac{3}{4} \times 1\frac{1}{2}$ in. Fitted in the same way as No. 134 Case. Also supplied fitted with feather-weight tubes. (No. 138 Case. Measurements: $7\frac{1}{4} \times 4\frac{1}{2} \times 1\frac{3}{4}$ in.).

NO. 137 'TABLOID' BRAND MEDICINE SADDLE-CASE

In Cowhide or Pigskin. Measurements: $7\frac{1}{2} \times 4\frac{3}{8} \times 2\frac{1}{2}$ in. Fitted in the same way as No. 117 Case. Also supplied fitted with feather-weight tubes. (No. 139 Case. Measurements: $7\frac{1}{4} \times 4\frac{1}{2} \times 2\frac{1}{2}$ in.).

NO. 200 'TABLOID' BRAND MEDICINE CASE

(*"Physician's Cycle Handle-Bar"*)



No. 200 'Tabloid' Brand Medicine Case (*"Physician's Cycle Handle-Bar"*)

In Black Enamelled Cowhide. Measurements: $8\frac{1}{4} \times 4\frac{3}{8} \times 2\frac{3}{4}$ in. Contains *nine* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, minor pocket surgical instruments and sundry emergency dressings. Weight, about $1\frac{1}{2}$ lb.

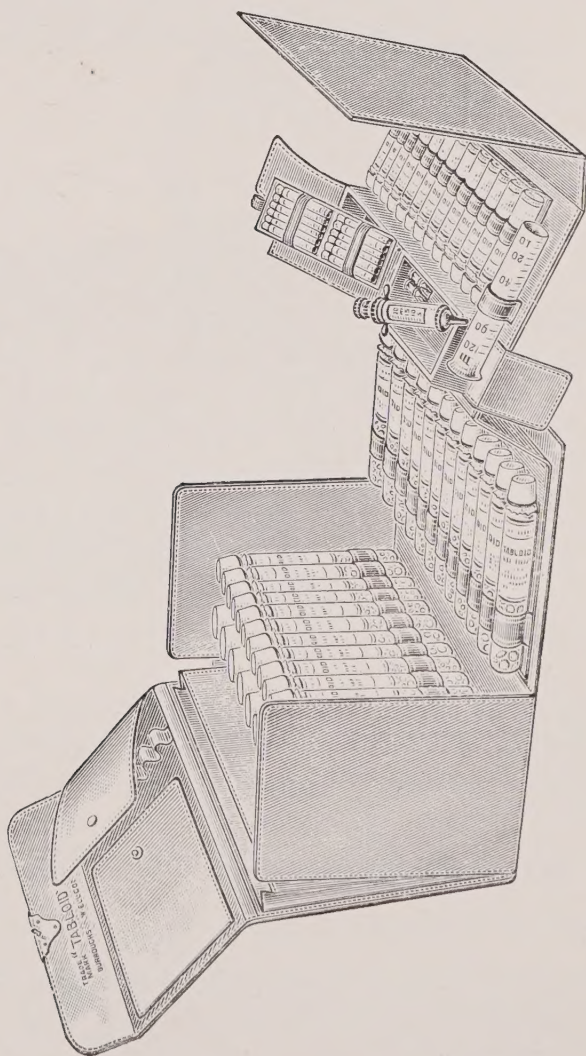
NO. 202 'TABLOID' BRAND MEDICINE CASE

(*"Physician's Cycle Stay-Bar"*)

In Black Enamelled Cowhide. Measurements: $10 \times 5 \times 2\frac{3}{4}$ in. Contains *twelve* $\frac{1}{2}$ oz. phials of 'Tabloid' Brand products, minor surgical instruments and dressings.

No. 209

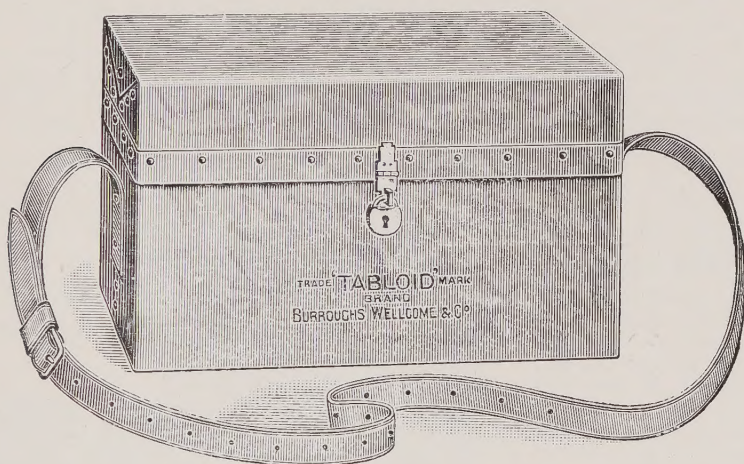
'TABLOID' BRAND
MEDICINE CASE



No. 209 'Tabloid' Brand Medicine Case

In Morocco Leather, Cowhide or Pigskin. Measurements: $10 \times 6\frac{1}{2} \times 5\frac{1}{4}$ in. Contains *nine* 1 oz., *twenty-four* $\frac{1}{2}$ oz. and *thirteen* 2 dr. phials of 'Tabloid' and 'Soloid' Brand products; *twelve* tubes of 'Tabloid' Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, two needles; medicine measure, extra pockets and loops for instruments, etc.

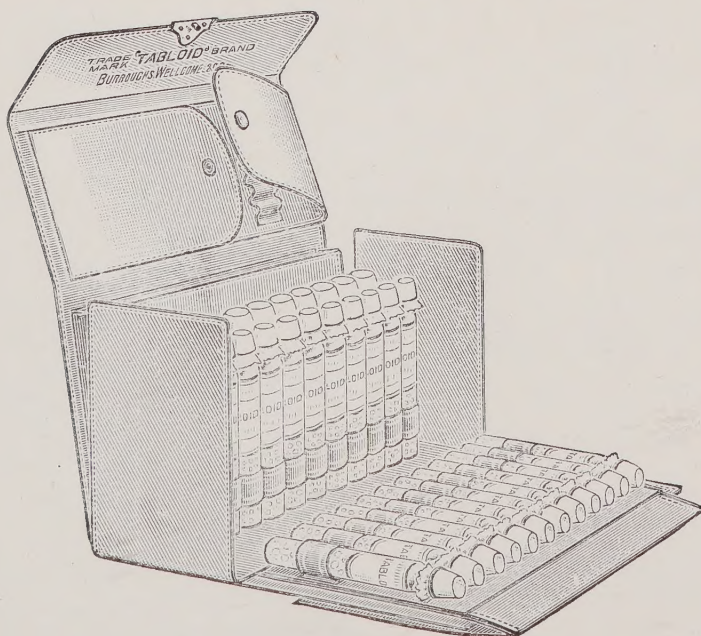
NO. 208 'TABLOID' BRAND MEDICINE CHEST



No. 208 'Tabloid' Brand Medicine Chest

Made of Dressed and Varnished Raw-hide; very light, portable and durable. Measurements: $15\frac{1}{2} \times 9 \times 5\frac{1}{4}$ in. Contains *fourteen* 4 oz. stoppered bottles and *five* $\frac{1}{2}$ oz. phials of 'Tabloid' and 'Soloid' Brand products, minor surgical instruments and dressings, etc.

NO. 218 'TABLOID' BRAND MEDICINE CASE



No. 218 'Tabloid' Brand Medicine Case

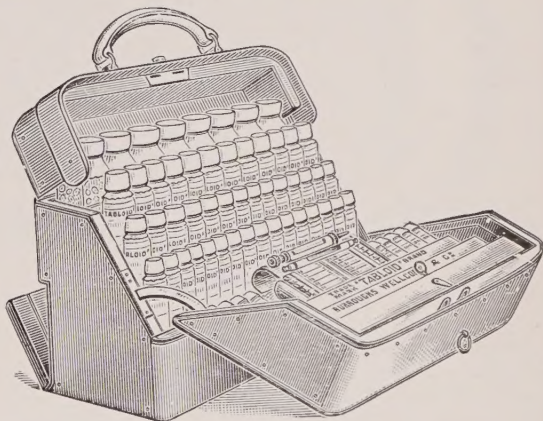
In Cowhide, Pigskin or in Levant Morocco Leather. Measurements: $10 \times 6 \times 4\frac{1}{2}$ in. Contains *nine* 1 oz. and *twenty-four* $\frac{1}{2}$ oz. phials of 'Tabloid' and 'Soloid' Brand products, loops for instruments, etc.

NO. 219 'TABLOID' BRAND MEDICINE CASE

In Morocco Leather. Measurements: $13\frac{1}{2} \times 6\frac{1}{4} \times 6$ in. Metal frame. Contains *eight* 2 oz. stoppered, *ten* 1 oz., *twelve* 6 dr., *eight* 4 dr. and *ten* 2 dr. corked phials. The rows of phials are arranged to fall so as to show the labels. Fitted with 'Tabloid' and 'Soloid' Brand products, *twelve* tubes of 'Tabloid' Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, with two needles, etc.

NO. 220 'TABLOID' BRAND MEDICINE CASE

In Morocco Leather or Cowhide. Measurements: $13\frac{3}{4} \times 9\frac{1}{4} \times 5\frac{3}{4}$ in. Phials arranged in tiers to display labels. Contains *eight* 2 oz. stoppered, *twelve* 1 oz., *fourteen* 6 dr. and *sixteen* 4 dr. phials of 'Tabloid' and 'Soloid' Brand products, *twelve* tubes of 'Tabloid' Hypodermic products, an 'AGLA' Aseptic Hypodermic Syringe, two needles, space and loops for instruments, etc.



No. 220 'Tabloid' Brand Medicine Case

NO. 227 'TABLOID' BRAND MEDICINE CASE

Measurements: $6\frac{1}{2} \times 3\frac{3}{4} \times 3\frac{1}{4}$ in. Made of two metal cups and frames covered with leather. Arranged to contain *twenty* $1\frac{1}{2}$ dr., *twelve* 1 dr. and *fourteen* $\frac{1}{2}$ dr. tubes of 'Tabloid' and 'Soloid' Brand products. Weight, about 2 lb. 6 oz. In Cowhide or Pigskin.

NO. 229 'TABLOID' BRAND MEDICINE CASE

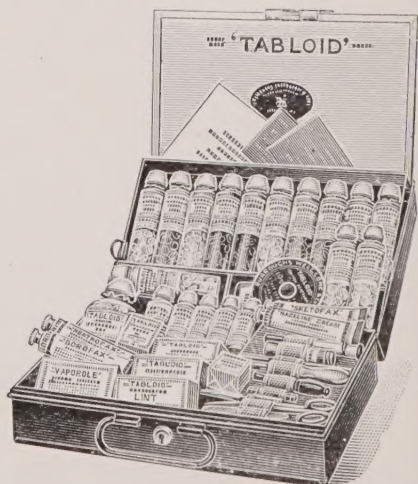
Measurements: $8\frac{1}{2} \times 5\frac{1}{4} \times 3\frac{3}{4}$ in. Made of two metal cups and frames covered with Cowhide. Arranged to contain *forty* 4 dr. phials of 'Tabloid' and 'Soloid' Brand products. Weight, about 4 lb. 13 oz.

NO. 231 'TABLOID'

BRAND

MEDICINE CASE

In Black Enamelled Metal. Measurements: $11 \times 8 \times 3\frac{5}{8}$ in. Contains 'Tabloid' Brand products, minor surgical instruments, dressings, etc. Weight, about 8 lb.



No. 231 'Tabloid' Brand Medicine Case

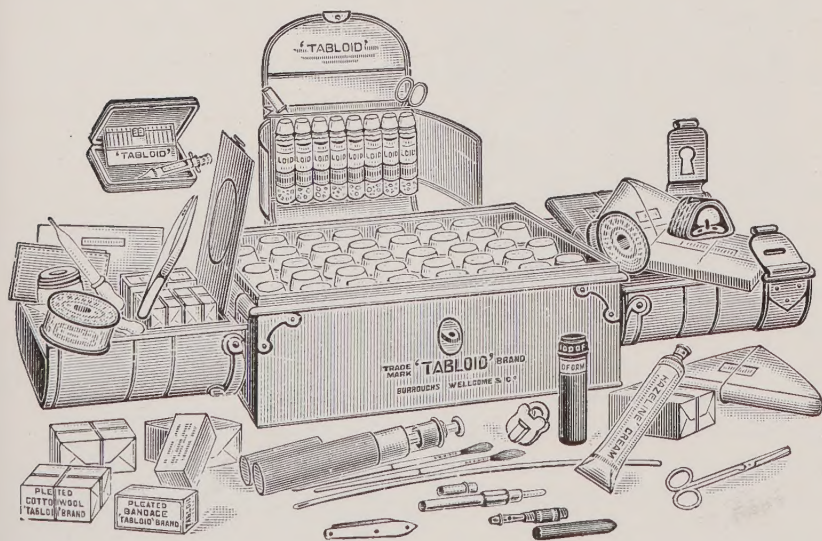
NO. 232 'TABLOID' BRAND MEDICINE CASE

(*"Physician's Emergency Case"*)

Measurements: $8\frac{3}{4} \times 6 \times 3\frac{1}{2}$ in. Contains 'Hypoloid' Brand products of 'Ernutin,' 'Infundin' Brand Pituitary (Posterior Lobe) Extract, Adrenaline, etc., 'Vaporole' Aromatic Ammonia, 'Borofax,' 'Ernutin' (Oral), an 'AGLA' Aseptic Hypodermic Syringe with two needles, five tubes of 'Tabloid' Hypodermic products, 'Soloid' Sodium Chloride, 'Soloid' Corrosive Sublimate, 'Wellcome' Brand Chloroform, apparatus for intravenous injection, stomach tube, etc. Weight, about $5\frac{1}{4}$ lb. Covered in cowhide.

NO. 250 'TABLOID' BRAND MEDICINE CHEST

(As supplied to the late Sir H. M. STANLEY, Dr. EMIN PASHA, Military Expeditions, Missionaries, etc.)

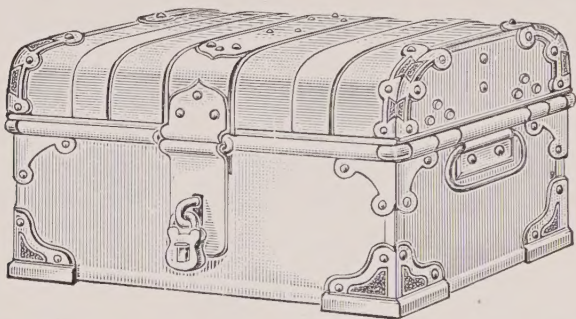


No. 250 'Tabloid' Brand Medicine Chest

Made of Enamelled Sheet-Iron. Measurements: $15\frac{3}{4} \times 10\frac{1}{2} \times 8\frac{1}{4}$ in. Contains *six* 5 oz. and *thirty* $3\frac{1}{2}$ oz. glass-stoppered bottles. The lid (in two sections) is arranged to hold supplies of dressings, bandages and other accessories. Fitted with 'Tabloid,' 'Soloid' and other Burroughs Wellcome & Co. fine products, in movable teak-wood tray, minor surgical instruments, etc. Weight, about 40 lb.

NO. 251 'TABLOID' BRAND MEDICINE CHEST

(As supplied to THE JACKSON-HARMSWORTH POLAR EXPEDITION, THE NATIONAL ANTARCTIC EXPEDITION, etc.)



No. 251 'Tabloid' Brand Medicine Chest

Made of Aluminium. Measurements: $15 \times 10\frac{1}{4} \times 8\frac{1}{2}$ in. Contains forty $3\frac{1}{2}$ oz. feather-weight bottles of 'Tabloid,' 'Soloid' and other Burroughs Wellcome & Co. fine products. In other respects it is fitted in the same way as the No. 250 Chest. Weight, about 27 lb.

The ideal expeditionary outfit when lightness and completeness of equipment are essential.

NO. 254 'TABLOID' BRAND MEDICINE CHEST ("The Indian")

Made of Enamelled Metal. Measurements: $8 \times 6\frac{3}{4} \times 5$ in. Contains fifteen $1\frac{3}{4}$ oz. screw-capped bottles and seven 4 dr. phials of 'Tabloid' and 'Soloid' Brand products, instruments and tray carrying sundry dressings, etc. Weight, about $7\frac{3}{4}$ lb. Similar to that carried by the late G. W. Stevens, the war correspondent.

An ideal equipment for missionary, expeditionary or station use, when a smaller outfit than No. 250 or No. 251 is required.



No. 254 'Tabloid' Brand Medicine Chest ("The Indian")

NO. 256 'TABLOID' BRAND MEDICINE CHEST

Made of Aluminium. Measurements: $10\frac{1}{4} \times 7\frac{5}{8} \times 5\frac{3}{4}$ in. Contains *eighteen* $3\frac{1}{2}$ oz. feather-weight bottles and tubes of 'Tabloid' and 'Soloid' Brand products; also a tray containing minor dressings and sundries.

A similar Chest is supplied in Black Enamelled Metal, and is known as No. 255 Chest. The contents are the same as No. 256 Chest, with the exception that the 'Tabloid' and 'Soloid' Brand products are in glass-stoppered bottles. Measurements: $9\frac{3}{4} \times 7\frac{3}{4} \times 5\frac{1}{2}$ in.

NO. 258 'TABLOID' BRAND MEDICINE CASE

(*"The Settler's"*)

Made of Black Enamelled Metal. Measurements: $8\frac{1}{4} \times 5\frac{3}{4} \times 4\frac{3}{8}$ in. Contains *twelve* $1\frac{1}{2}$ oz. bottles of 'Tabloid' and 'Soloid' Brand products, 'Borofax' Brand Boric Acid Ointment, 'Tabloid' Bandages and Dressings, and other accessories. Weight, $5\frac{1}{4}$ lb.



No. 258 'Tabloid' Brand Medicine Case (*"The Settler's"*)

NO. 260 'TABLOID' BRAND MEDICINE CASE

(*"The Safari"*)

Made of Black Enamelled Metal. Measurements: $9\frac{3}{4} \times 7\frac{7}{8} \times 5\frac{1}{2}$ in. Contains *seventeen* bottles of 'Tabloid' and 'Soloid' Brand products, 'Borofax' Brand Boric Acid Ointment, 'Tabloid' Bandages and Dressings, minor surgical instruments, etc. Complete with canvas cover and strap.

NO. 300 'TABLOID' BRAND ANTIDOTE CASE

Made of Polished Mahogany. Measurements: $12 \times 6\frac{1}{8} \times 3$ in. Contains stomach syphon-tube, catheter, a B. W. & Co. All-Metal Hypodermic Syringe, two 'AGLA' needles, 'Tabloid' Hypodermic products, 'Vaporole' Amyl Nitrite, toxicological chart and *eighteen* $\frac{1}{2}$ oz. phials and *three* tubes of 'Tabloid' Brand Antidotes, etc.

NO. 400 'SOLOID' BRAND ANTISEPTIC CASE

Made of Cowhide. Measurements: $6\frac{3}{4} \times 5\frac{1}{2} \times 2\frac{1}{4}$ in. Contains *four* feather-weight tubes of 'Soloid' Brand products: Boric Acid, gr. 6; Corrosive Sublimate, gr. 8.75; Lead and Opium; and Potassium Permanganate, gr. 5.



No. 400 'Soloid' Brand Antiseptic Case

* NO. 601 'TABLOID' BRAND MEDICINE CASE

Measurements: $8\frac{3}{4} \times 4\frac{1}{2} \times 2$ in. Metal case, Enamelled Black or Aluminium-Bronzed outside, Enamelled White inside. Contains *six* regular bottles (each 100) of 'Tabloid' Brand products, the assortment of which may be varied as required. Space for bandage or lint.

* NO. 602 'TABLOID' BRAND MEDICINE CASE

Measurements: $8\frac{3}{4} \times 8 \times 2$ in. Metal case, Enamelled Black outside, Enamelled White inside. Contains regular bottles of 'Tabloid' and 'Soloid' Brand products, the assortment of which may be varied as required, but the following is the list usually selected: 'Tabloid' Brand Blaud Pill, gr. 5; Cascara Sagrada, gr. 2; 'Coffee-Mint'; Ginger, min. 10; Rhubarb Compound Powder (Gregory Powder); Iron and Arsenic Compound; Menthol Compound; 'Pepeana'; Quinine Dihydrochloride, gr. 2; Potassium, Chlorate and Borax; also *one* bottle of 'Soloid' Boric Acid, gr. 6 (*perfumed*).

* These Cases shall be used as containers for the Burroughs Wellcome & Co. products only. The acceptance of the Cases will be treated as an acknowledgment that they are sold on these terms. If the purchaser should not agree, he is requested to return the Cases at once.

TRADE
MARK

'TABLOID' BRAND FIRST-AID

For Motorists, Airmen, Yachtsmen, Sportsmen, Travellers, Tourists, etc.

Compact outfits of bandages and first-aid accessories, suitable for use when travelling, or at a distance from town.

NO. 702 'TABLOID' BRAND FIRST-AID

Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, 'Hazeline' Cream, sal volatile, 'Tannafax' Brand Tannic Acid Jelly,

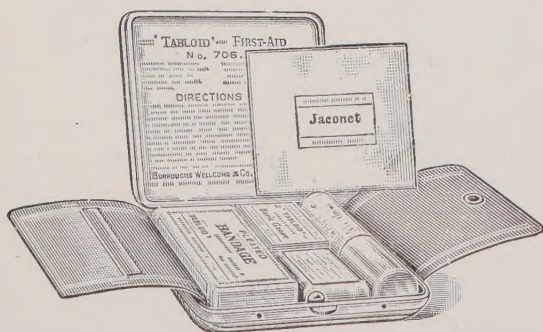


No. 702 'Tabloid' Brand First-Aid. Measurements: $7\frac{1}{4} \times 5\frac{1}{4} \times 3$ in. tourniquet, jaconet, plaster, protective skin, scissors, pins, etc., and eight tubes of 'Tabloid' and 'Soloid' Brand products.

Red, Royal Blue or Imperial Green Enamelled Leather.

NO. 706 'TABLOID' BRAND FIRST-AID ("The Aviator's")

'Tabloid' First-Aid, No. 706, has been specially designed to provide within the least possible space what is necessary for rendering first-aid in cases of accident or injury. So that no one need be deterred from carrying a first-aid outfit by reason of its bulk, the size has been limited to that of an ordinary cigarette-case.



No. 706 'Tabloid' Brand First-Aid

Measurements: $3\frac{1}{2} \times 3 \times 1\frac{1}{16}$ in.

Contains 'Tabloid' Bandage, 'Tabloid' Boric Gauze and Swab, plaster in detached pieces mounted on tape, so that it can be used without scissors; safety pins, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," a packet of jaconet, and court plaster.

Aluminium

NO. 707 'TABLOID' BRAND FIRST-AID

Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, 'Tannafax' Brand Tannic Acid Jelly, and jaconet, castor oil, plaster, protective skin, camel-hair brushes, scissors, pins, etc., and seven tubes of 'Tabloid' and 'Soloid' Brand products.



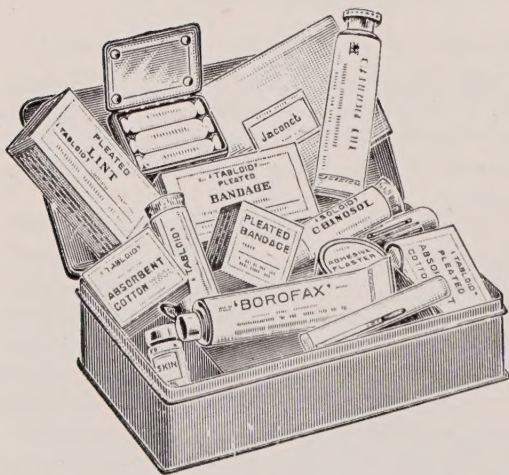
No. 707 'Tabloid' Brand First-Aid

Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

Aluminised Metal

NO. 708 'TABLOID' BRAND FIRST-AID ("The Nurse's")

'Tabloid' First-Aid, No. 708, is adapted for the use of nurses going their rounds, either in dispensary or private work. It may conveniently be carried in the hand, or attached by the webbing holder to the waist, or fixed to the handle-bars of a cycle.



No. 708 'Tabloid' Brand First-Aid ("The Nurse's")

Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

Aluminised Metal

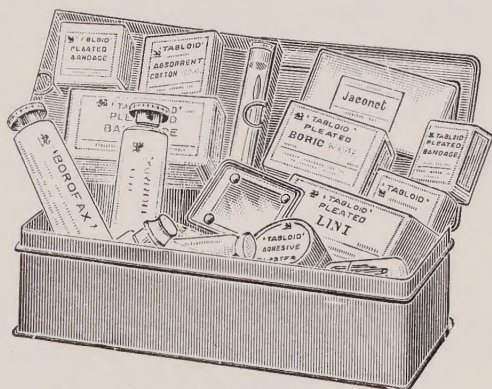
Contains two tubes of 'Tabloid' and 'Soloid' Brand products, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, 'Tannafax' Brand Tannic Acid Jelly, jaconet, 'Tabloid' Bandages and Dressings, plaster, protective skin, camel-hair brush, pins, etc.

NO. 709 'TABLOID' BRAND FIRST-AID (*"The Boy Scout's"*)

Contains 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, 'Borofax' Brand Boric Acid Ointment, 'Tannafax' Brand Tannic Acid Jelly, jaconet, 'Tabloid' Bandages and Dressings, plaster, protective skin, camel-hair brush and pins.

Aluminised Metal

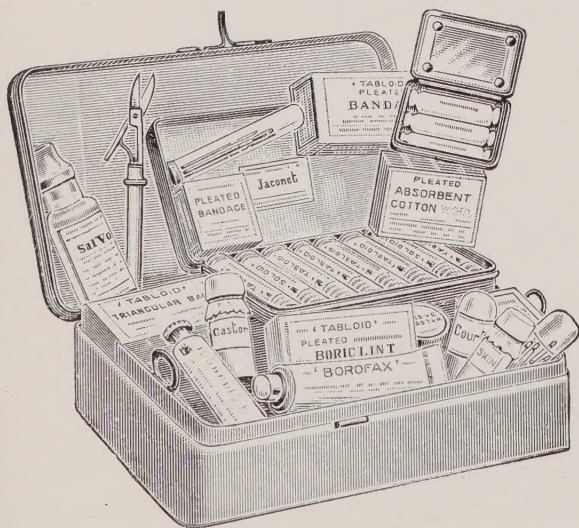
A Special Webbing Holder is available for attaching No. 707, No. 708, or No. 709 First-Aid to waist-belt or cycle handle-bar.



No. 709 'Tabloid' Brand First-Aid
Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

NO. 715 'TABLOID' BRAND FIRST-AID

Contains 'Tabloid' Brand Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, sal volatile, 'Tannafax' Brand Tannic Acid Jelly, jaconet, plaster, protective skin, scissors, pins, etc., and eight tubes of 'Tabloid' and 'Soloid' Brand products.



No. 715 'Tabloid' Brand First-Aid. Measurements: $7\frac{5}{8} \times 4\frac{1}{4} \times 2$ in.

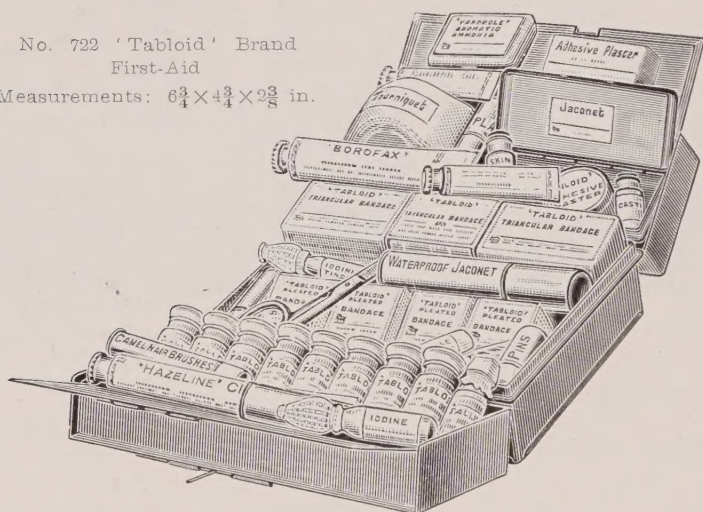
Aluminised Metal

The medicinal contents of these Cases are selected in view of emergency requirements, but, if desired, they can be fitted with 'TABLOID' and 'SOLOID' Brand products selected by the purchaser's physician, so that a prescribed course of treatment may be continued whilst travelling.

NO. 722 'TABLOID' BRAND FIRST-AID

Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts,"

No. 722 'Tabloid' Brand
First-Aid
Measurements: $6\frac{3}{4} \times 4\frac{3}{4} \times 2\frac{3}{8}$ in.



'Borofax' Brand Boric Acid Ointment, 'Hazeline' Cream, sal volatile, 'Tannafax' Brand Tannic Acid Jelly, tourniquet, jaconet, castor oil, plaster, protective skin, scissors, pins, etc., and *eight* tubes of 'Tabloid' and 'Soloid' Brand products.

Aluminised Metal

NO. 723 'TABLOID' BRAND FIRST-AID

Contains *nine* tubes of 'Tabloid' and 'Soloid' Brand products, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," 'Borofax' Brand Boric Acid Ointment, 'Hazeline' Cream, sal volatile, 'Tannafax' Brand Tannic Acid Jelly, 'Tabloid' Bandages and Dressings, tourniquet, jaconet, plaster, protective skin, scissors, pins, etc.

Measurements: $8 \times 5\frac{1}{2} \times 2\frac{3}{8}$ in.

Aluminised Metal

NO. 730 'TABLOID' BRAND FIRST-AID
(For Clubs, Offices, Theatres and Assembly Halls, etc.)

This equipment has been specially designed for use in clubs, offices, theatres, etc. It forms a handsome addition to the fittings of such buildings, and, since the whole of the contents can be seen at a glance, it is extremely convenient in emergencies. An extra key is supplied in a small glass-fronted receptacle attached to the Case.

The contents of this outfit are as follows: 'Tabloid' Brand Bandages, Triangular Bandages, Absorbent Cotton, Lint, Boric Lint, 'Borofax'



No. 730 'Tabloid' Brand First-Aid

Measurements: $16\frac{3}{4} \times 10\frac{1}{2} \times 2\frac{1}{2}$ in.

Brand Boric Acid Ointment, carron oil, sal volatile, 'Hazeline,' 'Hazeline' Cream, "'Hazeline' Snow," 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, for use as "Smelling Salts," jaconet, adhesive plaster, court plaster, scissors, forceps, safety-pins, etc., and ten phials of 'Tabloid' and 'Soloid' Brand products.

Mahogany, with glass panel front

AIR RAID PRECAUTIONS

Increasing public awareness of the need for protection against the effects of air raids has led to the introduction of 'Tabloid' Brand First-Aid, Nos. 732 and 733. These equipments are designed to present, in small compass, such medical and first-aid supplies as may be necessary to counteract the effects of corrosive or vesicant gases, as well as items for general first-aid work.

NO. 732 'TABLOID' BRAND FIRST-AID

(For Air Raids and Gas Attacks)

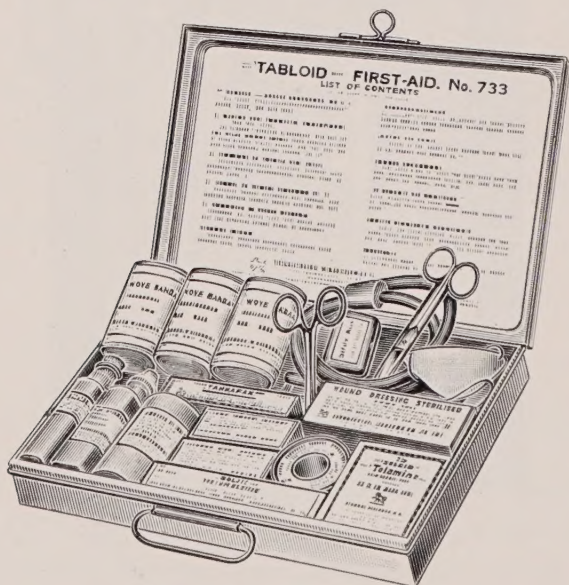
Contains 'Tabloid' and 'Soloid' products, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, 'Tannafax' Brand Tannic Acid Jelly, 'Tabloid' Bandages and Dressings, castor oil, jaconet, camel-hair brush, pins, etc.

Measurements: $6 \times 4\frac{1}{2} \times 1\frac{3}{4}$ in.

Black Enamelled Metal

NO. 733 'TABLOID' BRAND FIRST-AID

(For Air Raids and Gas Attacks)



No. 733 'Tabloid' Brand First-Aid

Measurements: $12\frac{1}{2} \times 8\frac{1}{2} \times 2\frac{1}{4}$ in.

Contains 'Tabloid' and 'Soloid' products, 'Paroleine' Liquid Paraffin, tetrachlorethylene, 'Tannafax' Brand Tannic Acid Jelly, bandages and dressings, Foulis tourniquet, set of telescopic splints, bottle of weak solution of iodine, artery forceps, eye-shade, eye-bath, dusting powder, plaster, scissors, pins, etc.

Black Enamelled Metal

NO. 740

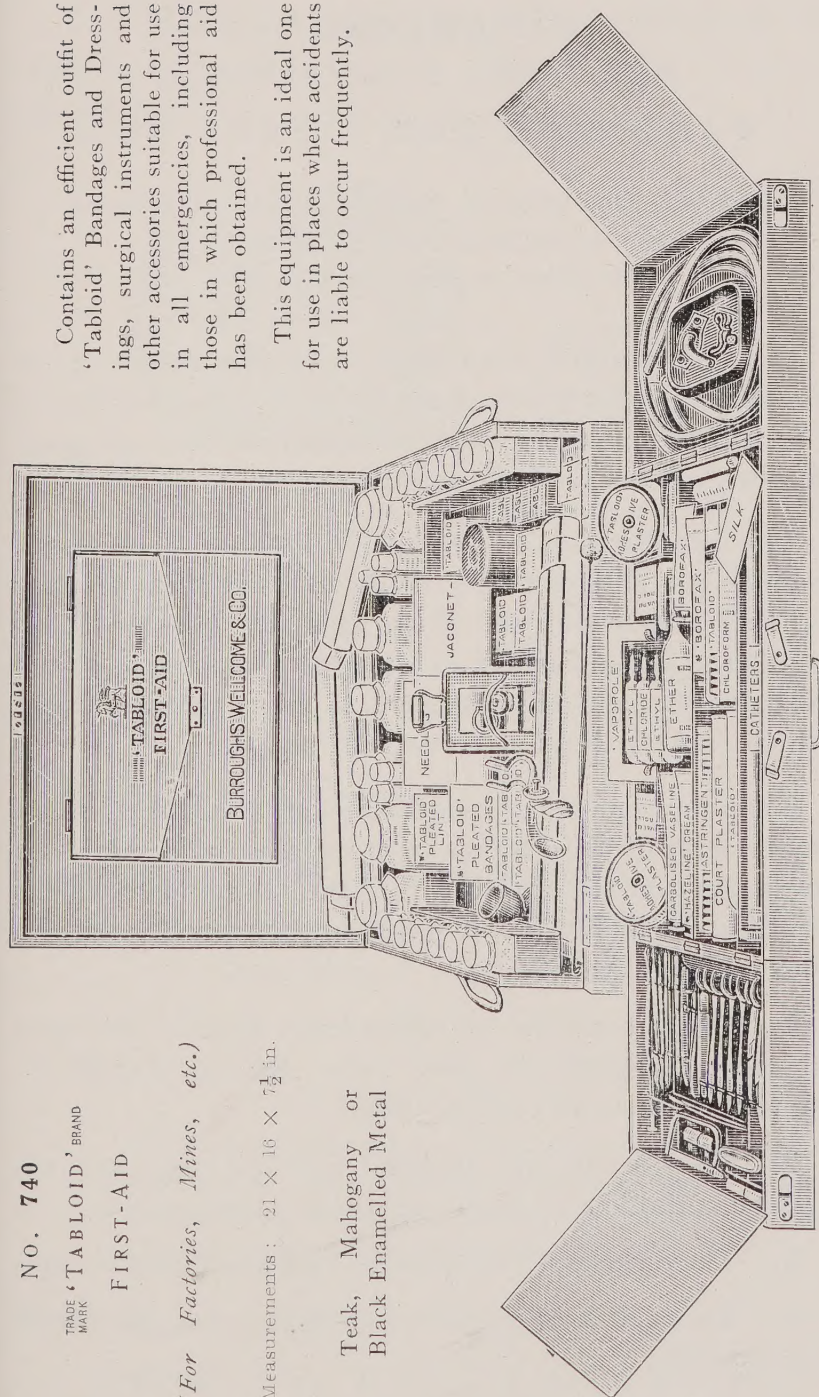
TRADE
MARK
'TABLOID' BRAND

FIRST-AID

*(For Factories, Mines, etc.)*Measurements: $21 \times 16 \times 7\frac{1}{2}$ in.Teak, Mahogany or
Black Enamelled Metal

Contains an efficient outfit of 'Tabloid' Bandages and Dressings, surgical instruments and other accessories suitable for use in all emergencies, including those in which professional aid has been obtained.

This equipment is an ideal one for use in places where accidents are liable to occur frequently.



TRADE
MARK 'TABLOID' BRAND

PLEATED, COMPRESSED
BANDAGES AND DRESSINGS

Pleated, Compressed Bandages and Dressings
were originated and introduced by
Burroughs Wellcome & Co.

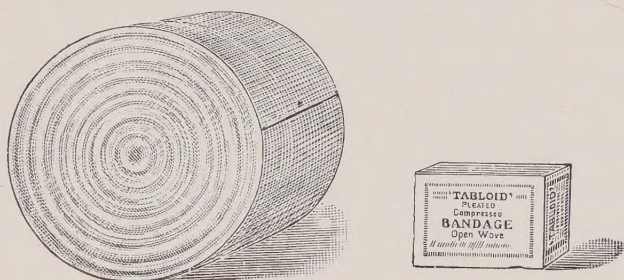
It is the custom, with many who are travelling, or are remote from medical aid, to carry, in addition to 'TABLOID' medicaments, a supply of such surgical dressings as are required in emergencies.

The introduction of 'TABLOID' Pleated, Compressed Bandages and Dressings marks an important advance in the preparation of surgical accessories. These bandages and dressings are made of materials of the best quality, and are subjected to great pressure under which each assumes a rectangular shape.

The requirements of modern surgical treatment are so imperfectly fulfilled by many of the cheaper commercial dressings that the superiority of the 'Tabloid' products is at once evident. Their important advantages may be thus summarised :—

1. Only materials of exceptional quality are used in their preparation, and their general excellence commends them to critical users.
2. They occupy the smallest possible space and yet can be unfolded as easily as those previously in use.
3. They are kept free from all risk of contamination.
4. The dressings are evenly charged with medicament.
5. By reason of their extreme compactness they are by far the best for the hand-bag, cycle, or saddle-case.

The illustration below graphically illustrates the saving in space which is effected when 'Tabloid' Brand Bandages and Dressings are carried.



Representation of the relative bulk of an ordinary bandage $2\frac{1}{2}$ in. $\times$ 6 yds. and a 'Tabloid' Bandage, of the same length and width

The relative sizes of an ordinary and a 'Tabloid' Bandage are striking. The flat sides of 'Tabloid' Bandages enable them to be packed in a fraction of the space required by those previously in use.

The following are issued :—

Bandages, Pleated, Compressed

'Tabloid' Brand

Open Wove, 1 in. $\times$ 6 yds.

„ „ $2\frac{1}{2}$ in. $\times$ 6 yds.

„ „ 3 in. $\times$ 6 yds.

†Triangular (Pictorial)

This Triangular Bandage is of great service in first-aid or other emergency work. For the benefit of those who are unable to obtain skilled assistance, illustrations, showing the various uses to which the Bandage may be put, are imprinted on the fabric itself.

Cotton, Compressed, 'Tabloid' Brand

Absorbent, $\frac{1}{4}$ oz.†, $\frac{1}{2}$ oz. and 1 oz. packets

†Boric, $\frac{1}{2}$ oz. and 1 oz. packets

† See note on next page

†Gauze, Compressed, 'Tabloid' Brand

Absorbent,	in packets of 3 yds.		
Bismuth,	* $\frac{1}{2}$ in. $\times$ 1 yd.,	cartons of 6	(sterilised)
	*1 in. $\times$ 1 yd.	6	„
	*2 in. $\times$ 1 yd.	6	„
	*3 in. $\times$ 1 yd.	6	„
	in packets of 1 in. $\times$ 6 yds.		
	„	2 in. $\times$ 6 yds.	
	„	3 in. $\times$ 6 yds.	
	„	36 in. $\times$ 3 yds.	
†Boric,	in packets of 3 yds.		
†Double Cyanide, 3%	„	1 yd.	
† „ „ 3%	„	3 yds.	

†Head Dressings, Adjustable, Compressed, 'Tabloid' Brand

ORDINARY SIZE

Packets containing Adjustable Head Bandage, Pad of Double Cyanide Gauze, Safety-Pin and Directions Slip.

LARGE SIZE (for Major Operations)

Packets containing Adjustable Head Bandage, large size, Pad of Double Cyanide Gauze, Safety-pin and Directions Slip.

Lint, Pleated, Compressed, 'Tabloid' Brand

Plain,	$\frac{1}{2}$ oz. and 1 oz. packets
Boric,	$\frac{1}{2}$ oz. „ 1 oz. „

* These Dressings are not Pleated or Compressed

† These Dressings are not Pleated

TRADE
MARK

'TABLOID' BRAND

COMPRESSED SANITARY TOWELS

Compressed Sanitary Towels were originated
and introduced by Burroughs Wellcome & Co.

'TABLOID' Compressed Sanitary Towels are made of materials of exceptional quality specially adapted for the purpose. Their highly-absorbent properties are particularly noteworthy. Owing to the extremely small space which they occupy, they are particularly convenient when travelling.

Four sizes (Nos. 1, 2, 3 and 4—No. 4 being the largest) are issued, each size in cartons of one dozen towels.

APPENDIX

For the convenience of purchasers of 'TABLOID' Medicine Chests and Cases a list of various medicinal agents commonly employed in the treatment of diseases prevalent in tropical and other regions is given in the following pages. Travellers who contemplate journeying to distant places or residing abroad are enabled to select from this list, with the assistance of their medical adviser, the medicines which will be most useful for their special requirements.

'BIVO' BEEF AND IRON WINE

(Trade Mark)

As a restorative and stimulant, one tablespoonful may be taken twice or thrice daily.

'BOROFAX' BRAND BORIC ACID OINTMENT

(Trade Mark)

A soothing and emollient first-aid preparation, more readily absorbed than ordinary boric ointment. It removes redness and roughness of the skin after exposure to inclement weather. 'Borofax' never becomes rancid.

COD LIVER OIL WITH MALT EXTRACT, 'KEPLER'

(See page 54)

(Trade Mark)

'ENULE' BRAND RECTAL SUPPOSITORIES

(Trade Mark)

'Enule' Suppositories are greatly superior to the old-fashioned type. They are of a new shape, which facilitates insertion and prevents expulsion; each is covered with a protective sheath of pure tinfoil, which is removed just before use.

'Enule' Suppositories of various medicinal and nutritive agents are issued as follows: Adrenaline, Belladonna Extract, Bismuth Subgallate, 'Epinine' Hydrochloride, Glycerin (Anhydrous), 'Hazeline' Compound, Meat (Predigested), Milk (Predigested), Quassin (Amorphous), Quinine Bisulphate, Santonin and Soap Compound.

'HAZELINE' BRAND *Hamamelis virginiana*

(Trade Mark)

Prepared from the fresh young twigs of *Hamamelis virginiana*.

'HAZELINE' CREAM

(Trade Mark)

A fragrant, astringent and emollient application.

""'HAZELINE' SNOW'"

(Trade Mark)

A most refreshing balm for the skin. It vanishes, leaving no trace of greasiness.

'KEPLER' MALT EXTRACT*(Trade Mark)*

The best and most widely used Malt Extract. Of great nutritive value, 'Kepler' Malt Extract presents the B vitamins in rich supply.

This reliable and highly-concentrated extract is prepared from the finest malted English barley only. Its dietetic value depends not only on its high diastatic power, but also on the albuminoids, phosphates, etc., which it contains.

'KEPLER' COD LIVER OIL WITH MALT EXTRACT*(Trade Mark)*

Is an extremely palatable and concentrated food, far surpassing all its numerous imitations in nutritive value. 'Kepler' Cod Liver Oil with Malt Extract contains Vitamins A, B and D in rich supply.

'Kepler' Cod Liver Oil with Malt Extract, being an ideal nutritive food, is of the utmost value in wasting diseases and all debilitated conditions. Its administration is generally followed by a marked increase in strength and vitality, and by a general improvement of physique.

All 'Kepler' Cod Liver Oil is tested for Vitamin A by the most practicable method and the results are confirmed from time to time by the growth test on rats. All 'Kepler' Cod Liver Oil is tested for its content of Vitamin D in accordance with the method of the Medical Research Council. The B vitamins are invariably present in 'Kepler' Malt Extract.

**'KEPLER' COD LIVER OIL WITH MALT EXTRACT AND
(Trade Mark) HYPOPHOSPHITES**

Contains all the concentrated nourishment of 'Kepler' Cod Liver Oil with Malt Extract combined with the valuable properties of the hypophosphites of lime, potash and soda.

LANOLINE, TOILET, 'WELLCOME' BRAND*(Trade Mark)*

This preparation of the purified fat of lambs' wool possesses the exceptional quality associated with 'Wellcome' Brand Products. It is readily absorbed by the skin, to the fat of which it is similar in composition. An excellent application in cases of roughness or redness of the skin or mucous membrane. Its protective and soothing properties render it of great service in relieving the discomfort of sunburn and the irritation following exposure to wind.

'LAXAMEL' *(Trade Mark)*

A palatable, jelly-like preparation of 'Paroleine' (see page 55) easily taken by those who cannot tolerate the liquid. Useful as an intestinal lubricant.

'LUBAFAX' BRAND STERILE SURGICAL LUBRICANT*(Trade Mark)*

Water-soluble, non-sticky, non-greasy lubricant jelly for lubricating catheters, syringes, etc.

'MENTHOFAX' BRAND COMPOUND METHYL SALICYLATE
(Trade Mark) OINTMENT

Contains Methyl Salicylate, 50 per cent.; Menthol, 10 per cent.; Eucalyptol, 2·5 per cent.; Oil of Cajuput, 2·5 per cent.; White Bees-wax, 20 per cent.; and Hydrous Wool Fat, 15 per cent.

MENTHOL SNUFF, COMPOUND (B. W. & Co.)

'PAROLEINE' BRAND LIQUID PARAFFIN

(Trade Mark)

A pure, neutral, colourless, tasteless and odourless liquid paraffin.

'PHENOFAX' BRAND PHENOL OINTMENT

(Trade Mark)

This preparation presents the valuable anæsthetic and healing properties of pure phenol (of which it contains 3 per cent.) in a combination specially convenient for application.

'RYZAMIN-B' BRAND RICE POLISHINGS CONCENTRATE

(Trade Mark)

Valuable source of Vitamin B₁. Stated to promote appetite and to aid digestion. A clear, golden-brown, syrupy preparation, readily taken by children.

'SKETOFA' BRAND AROMATIC CREAM

(Trade Mark)

Applied lightly to the skin, and applications repeated occasionally, provides a measure of protection against attacks of mosquitoes, gnats and sand-flies; also relieves pain and irritation if applied after attack has taken place.

TRADE
MARK

'SOLOID' BRAND PRODUCTS

ALKALINE COMPOUND (NASAL), 'SOLOID' BRAND

Borax	...	...	...	gr. 5 (0·324 gm.)
Sodium Chloride...	...	...	...	gr. 5 (0·324 gm.)

ALUM AND ZINC SULPHATE, 'SOLOID' BRAND

Alum	...	...	...	gr. 15 (0·972 gm.)
Zinc Sulphate	...	...	...	gr. 15 (0·972 gm.)

ANTISEPTIC AND ALKALINE COMPOUND (NASAL),

'SOLOID' BRAND

Sodium Bicarbonate	...	...	gr. 5 (0·324 gm.)
Phenol	...	...	gr. 1/2 (0·032 gm.)
Borax	...	...	gr. 5 (0·324 gm.)

BORIC ACID, 'SOLOID' BRAND, gr. 15 (0·972 gm.)
(Unperfumed)

CALCIUM CHLORIDE COMPOUND, 'SOLOID' BRAND

Sodium Chloride	...	...	gr. 30 (1·944 gm.)
Calcium Chloride	...	...	gr. 1 (0·065 gm.)

For the preparation of hypertonic saline solutions.

CORROSIVE SUBLIMATE, 'SOLOID' BRAND, gr. 8·75 (0·567 gm.)

Highly poisonous. Use with caution.

LEAD AND OPIUM LOTION, 'SOLOID' BRAND

Lead Acetate	...	...	gr. 2 (0·13 gm.)
Opium Tincture	...	...	min. 20 (1·184 c.c.)

LEAD SUBACETATE, 'SOLOID' BRAND, gr. 10 (0.648 gm.)

One, dissolved in five ounces of distilled water yields a solution containing about the same quantity of lead subacetate as an equal volume of the official *Liquor Plumbi Subacetatis Dilutus*.

'NIZIN,' 'SOLOID' BRAND, gr. 2 (0.13 gm.); and
(*Trade Marks*) gr. 20 (1.296 gm.)

'NIZIN,' a zinc salt of sulphanilic acid, is a valuable astringent.

PHENOL (CARBOLIC ACID), 'SOLOID' BRAND, gr. 5
(0.324 gm.)

PHENOL COMPOUND (NASAL), 'SOLOID' BRAND

Sodium Bicarbonate	...	...	gr. 12	(0.778 gm.)
Phenol	...	...	gr. 1-1/2	(0.097 gm.)
Sodium Chloride	...	...	gr. 2	(0.13 gm.)

ZINC SULPHATE, 'SOLOID' BRAND, gr. 1 (0.065 gm.)

Astringent. One or two, dissolved in a fluid ounce of water, will be found useful as an eye-lotion, and as an injection or astringent lotion.

TRADE
MARK

'TABLOID' BRAND PRODUCTS

ACONITE TINCTURE, 'TABLOID' BRAND, min. 1 (0.059 c.c.)

ALOIN COMPOUND, 'TABLOID' BRAND

Aloin	...	...	gr. 1/5	(0.013 gm.)
Strychnine Sulphate	...	...	gr. 1/60	(0.00108 gm.)
Green Extract of Belladonna,				
		B.P. 1898,	gr. 1/8	(0.008 gm.)
Powdered Ipecacuanha...	...		gr. 1/16	(0.004 gm.)
<i>(Plain or sugar-coated)</i>				

AMMONIATED QUININE, 'TABLOID' BRAND (*Sugar-coated*)

Each product contains: Quinine and Ammonium Bicarbonate to correspond with one fluid drachm of the official solution.

AMMONIUM CARBONATE, 'TABLOID' BRAND,
gr. 3 (0.194 gm.)

AMMONIUM CHLORIDE, 'TABLOID' BRAND,
gr. 5 (0.324 gm.)

ANTIFEBRIN (ACETANILIDE), 'TABLOID' BRAND,
gr. 2 (0.13 gm.); and gr. 5 (0.324 gm.)

ANTIPYRINE (PHENAZONE), 'TABLOID' BRAND,
gr. 5 (0.324 gm.)

ASCORBIC ACID, 'TABLOID' BRAND, 0.005 gramme; and
0.025 gramme

BELLADONNA TINCTURE, 'TABLOID' BRAND, min. 1
(0.059 c.c.); and min. 5 (0.296 c.c.)

BENZOIC ACID, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

BETANAPHTHOL, 'TABLOID' BRAND, gr. 3 (0.194 gm.)

BISMUTH SUBNITRATE, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

BLAUD PILL, 'TABLOID' BRAND, gr. 5 (0.324 gm.); and gr. 10 (0.648 gm.) *(Sugar-coated)*

'Tabloid' Blaud Pill is also issued in combination with Aloin, with Arsenic, with Arsenic and Strychnine, with Cascara and with Copper. A compound 'Tabloid' Blaud Pill, containing Capsicum, Aloin, Strychnine and Arsenic is available in two strengths.

BLUE PILL AND RHUBARB COMPOUND, 'TABLOID' BRAND

Mercury Pill ... gr. 2-1/2 (0.162 gm.)

Compound Rhubarb Pill ... gr. 2-1/2 (0.162 gm.)

BROMIDE COMPOUND, 'TABLOID' BRAND SODIUM

(see SODIUM BROMIDE COMPOUND, page 62)

CAFFEINE CITRATE, 'TABLOID' BRAND, gr. 2 (0.13 gm.)

CALCIUM GLUCONATE, 'TABLOID' BRAND, gr. 20 (1.296 gm.) *(Chocolate-flavoured Base)*

CALCIUM GLUCONATE AND IRON (EFFERVESCENT), 'TABLOID' BRAND

Calcium Gluconate ... gr. 20 (1.296 gm.)

Iron and Ammonium Citrate ... gr. 3 (0.194 gm.)

CALCIUM LACTATE, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

CALCIUM SULPHIDE, 'TABLOID' BRAND, gr. 1/10 (0.0065 gm.); gr. 1/4 (0.016 gm.); gr. 1/2 (0.032 gm.); and gr. 1 (0.065 gm.) *(Sugar-coated)*

CALOMEL, 'TABLOID' BRAND, gr. 1 (0.065 gm.)

CARLSBAD SALT, EFFERVESCENT, ARTIFICIAL, 'TABLOID' BRAND

One dissolved in four tablespoonfuls of water, represents an equal volume of Carlsbad-Sprudel water in all its essential constituents.

CASCARA SAGRADA (DRY EXTRACT), 'TABLOID' BRAND gr. 2 (0.13 gm.)

(Plain or sugar-coated)

CATHARTIC COMPOUND, 'TABLOID' BRAND

Compound Extract of Colocynth ... gr. 1-1/3 (0.086 gm.)

Calomel ... gr. 1 (0.065 gm.)

Extract of Jalap ... gr. 1 (0.065 gm.)

Powdered Gamboge ... gr. 1/4 (0.016 gm.)

(Plain or sugar-coated)

CITRIC ACID, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

One 'Tabloid' Citric Acid and two 'Tabloid' Sodium Bicarbonate, gr. 5, in a glass of water, make an agreeable effervescent draught.

'COFFEE-MINT,' 'TABLOID' BRAND

Sodium Bicarbonate ...	...	gr. 3	(0.194 gm.)
Coffee Extract ...	...	gr. 1/2	(0.032 gm.)
Cerium Oxalate ...	...	gr. 1/4	(0.016 gm.)
Ammonium Bicarbonate ...	} a sufficiency		
Oil of Peppermint ...			

DOVER POWDER, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

(Plain or sugar-coated)

Each contains: Opium and Ipecacuanha, of each, gr. 1/2 (0.032 gm.).

EASTON SYRUP, 'TABLOID' BRAND, dr. 1/2 (1.776 c.c.); and
dr. 1 (3.55 c.c.) *(Sugar-coated)*

Presents the amount of Iron, Quinine and Strychnine contained in corresponding doses of Easton Syrup, B.P.

EMETINE AND BISMUTH IODIDE, 'TABLOID' BRAND,
gr. 1 (0.065 gm.) *(Special coating)*EMETINE HYDROCHLORIDE, 'TABLOID' BRAND, gr. 1/2
(0.032 gm.) *(Keratin-coated)*'EMPIRIN' ACETYLSALICYLIC ACID, 'TABLOID' BRAND,
(Trade Mark) gr. 5 (0.324 gm.)'EMPIRIN' (ACETYLSALICYLIC ACID) COMPOUND,
(Trade Mark) 'TABLOID' BRAND

'Empirin' Acetylsalicylic Acid,	gr. 3-1/2	(0.227 gm.)
Phenacetin ...	gr. 2-1/2	(0.162 gm.)
Caffeine ...	gr. 1/2	(0.032 gm.)

'GINGAMENT' *(Neutralising Compound)*, 'TABLOID' BRAND
(Trade Mark)

Sodium Bicarbonate ...	gr. 5	(0.324 gm.)
Ammonium Bicarbonate ...	} a sufficiency	
Gingerin ...		
Saccharin ...		
Oil of Peppermint ...		

GINGER ESSENCE, 'TABLOID' BRAND, min. 5 (0.296 c.c.);
and min. 10 (0.592 c.c.)GLYCEROPHOSPHATES COMPOUND, 'TABLOID' BRAND,
dr. 1/2 (1.776 c.c.) *(Sugar-coated)*

Each contains the amount of Calcium, Sodium, Potassium, Magnesium and Iron Glycerophosphates, with Strychnine Glycerophosphate, gr. 1/800, Pepsin, Diastase and Kola contained in half-a-fluid drachm of Syrup of Glycerophosphates.

GREGORY POWDER (Rhubarb, Compound Powder of, B.P.),
'TABLOID' BRAND, gr. 5 (0.324 gm.)
(Plain or sugar-coated)

Each contains: Rhubarb, gr. 1-1/4 (0.081 gm.); Magnesium Carbonate, gr. 3-1/4 (0.21 gm.); and Ginger, gr. 1/2 (0.032 gm.).

GREY POWDER, 'TABLOID' BRAND, gr. 1 (0.065 gm.)

GREY POWDER AND DOVER POWDER, 'TABLOID' BRAND,
of each, gr. 1 (0.065 gm.)

HEXAMINE, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

HYPOPHOSPHITES COMPOUND, 'TABLOID' BRAND,
gr. 1-1/2 (0.097 gm.); and gr. 3 (0.194 gm.)
(*Plain or sugar-coated*)

These products contain gr. 1-1/2 and gr. 3 of the combined Hypophosphites of Calcium, Potassium, Sodium, Manganese, Iron and Quinine, with gr. 1/128 and gr. 1/64 of Strychnine Hypophosphite, and are respectively equivalent to half-a-fluid drachm and one fluid drachm of Compound Syrup of Hypophosphites, B. W. & Co.

'IODICIN,' 'TABLOID' BRAND, gr. 3 (0.194 gm.) (Capsule)
(*Trade Mark*)

'IODICIN,' 'TABLOID' BRAND, 0.03 gramme (gr. 1/2 approx.)
(*Chocolate Base*)

IPECACUANHA POWDER, 'TABLOID' BRAND, gr. 2 (0.13 gm.)

IPECACUANHA AND OPIUM POWDER (DOVER POWDER),
'TABLOID' BRAND (*see* DOVER POWDER, *page* 58)

IRON AND ARSENIC COMPOUND, 'TABLOID' BRAND

Iron Hypophosphite ...	...	...	gr. 2	(0.13 gm.)
Quinine Sulphate ...	...	...	gr. 1	(0.065 gm.)
Arsenic Trioxide ...	...	...	gr. 1/50	(0.0013 gm.)
Strychnine Sulphate ...	...	...	gr. 1/50	(0.0013 gm.)

(*Plain or sugar-coated*)

IRON AND QUININE CITRATE, B.P., 'TABLOID' BRAND,
(*Plain or sugar-coated*) gr. 3 (0.194 gm.)

IRON PHOSPHATE WITH QUININE AND STRYCHNINE
(*see* EASTON SYRUP, *page* 58)

KISSINGEN SALT, EFFERVESCENT, ARTIFICIAL,
'TABLOID' BRAND

One, dissolved in two ounces of *hot* water, represents an equal quantity of Kissingen water in all its essential constituents.

LAXATIVE VEGETABLE, 'TABLOID' BRAND

Compound Extract of Colocynth ...	...	gr. 1	(0.065 gm.)
Extract of Jalap ...	...	gr. 1/2	(0.032 gm.)
Podophyllin Resin ...	...	gr. 1/4	(0.016 gm.)
Leptandrin ...	...	gr. 1/2	(0.032 gm.)
Green Extract of Hyoscyamus ...	...	gr. 1/4	(0.016 gm.)
Extract of Taraxacum ...	...	gr. 1/4	(0.016 gm.)
Oil of Peppermint ...	...	<i>a sufficiency</i>	

(*Plain or sugar-coated*)

LITHIUM CITRATE AND SODIUM SULPHATE, EFFERVESCENT, 'TABLOID' BRAND

Each product contains gr. 5 (0.324 gm.) of Lithium Citrate and gr. 30 (1.944 gm.) of Sodium Sulphate in an effervescent base.

MAGNESIUM SULPHATE, EFFERVESCENT, 'TABLOID' BRAND, gr. 60 (3.89 gm.)

Each product contains gr. 30 (1.944 gm.) of Magnesium Sulphate.

MAGNESIUM SULPHATE COMPOUND, EFFERVESCENT, 'TABLOID' BRAND

Magnesium Sulphate	...	...	gr. 15 (0.972 gm.)
Sodium Sulphate	...	...	gr. 15 (0.972 gm.)
Magnesium Carbonate	...	...	gr. 5 (0.324 gm.)
Solution of Ginger	...	...	min. 3-1/2 (0.208 c.c.)
Effervescent Salt	...	...	<i>a sufficiency</i>

MERCURIC CHLORIDE, 'TABLOID' BRAND, gr. 1/100 (0.00065 gm.); and gr. 1/16 (0.004 gm.)

MINERAL WATER SALTS (Effervescent, Artificial), CARLSBAD, KISSINGEN, VICHY AND VICHY AND LITHIUM CITRATE are issued as 'TABLOID' PRODUCTS

NUCLEO-LECITHIN COMPOUND, 'TABLOID' BRAND

Nuclein	...	...	gr. 1/4 (0.016 gm.)
Lecithin	...	...	gr. 1/2 (0.032 gm.)
Potassium Glycerophosphate	...	gr. 1	(0.065 gm.)
Calcium Glycerophosphate	...	gr. 1	(0.065 gm.)
<i>(Sugar-coated)</i>			

NUX VOMICA TINCTURE, 'TABLOID' BRAND, min. 1 (0.059 c.c.); min. 5 (0.296 c.c.); and min. 10 (0.592 c.c.)

OPIUM TINCTURE (Laudanum), 'TABLOID' BRAND, min. 5 (0.296 c.c.); and min. 10 (0.592 c.c.)

PELLETIERINE TANNATE, 'TABLOID' BRAND, gr. 2 (0.13 gm.)

'PEPANA,' 'TABLOID' BRAND (Trade Marks)

Pepsin	...	...	gr. 1 (0.065 gm.)
Pancreatin	...	...	gr. 1 (0.065 gm.)
Calcium Lactophosphate	...	gr. 1	(0.065 gm.)
<i>(Sugar-coated)</i>			

A valuable digestive agent.

PEPSIN, BISMUTH AND CHARCOAL, 'TABLOID' BRAND

Pepsin	...	...	gr. 2 (0.13 gm.)
Bismuth Carbonate	...	...	gr. 2 (0.13 gm.)
Charcoal	...	...	gr. 2 (0.13 gm.)

PHENACETIN, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

PHENACETIN COMPOUND, 'TABLOID' BRAND

Phenacetin	...	...	...	gr. 4 (0.259 gm.)
Caffeine	...	...	...	gr. 1 (0.065 gm.)

POTASSIUM BICARBONATE, 'TABLOID' BRAND,
gr. 5 (0.324 gm.)

POTASSIUM BROMIDE, 'TABLOID' BRAND,
gr. 5 (0.324 gm.); and gr. 10 (0.648 gm.)

POTASSIUM CHLORATE, 'TABLOID' BRAND,
gr. 5 (0.324 gm.)

POTASSIUM IODIDE, 'TABLOID' BRAND, gr. 3 (0.194 gm.)

POTASSIUM NITRATE, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

POTASSIUM PERMANGANATE, 'TABLOID' BRAND,
gr. 1 (0.065 gm.)

Antiseptic, disinfectant. *Use with caution.* May be used for purifying drinking water.

POTASSIUM PERMANGANATE, 'TABLOID' BRAND,
gr. 2 (0.13 gm.) (*Plain or keratin-coated*)

QUININE, AMMONIATED, 'TABLOID' BRAND
(*see AMMONIATED QUININE, page 56*)

QUININE BISULPHATE, 'TABLOID' BRAND, gr. 2 (0.13 gm.);
and gr. 5 (0.324 gm.) (*Plain or sugar-coated*)

QUININE COMPOUND, 'TABLOID' BRAND

Totaquine	...	...	...	gr. 1 (0.065 gm.)
Antifebrin (Acetanilide)	...	...	...	gr. 1-1/5 (0.078 gm.)
Camphor Monobromide	...	...	...	gr. 1/5 (0.013 gm.)
Powdered Ipecacuanha...	...	...	...	gr. 1/8 (0.008 gm.)
Cascara Sagrada Extract	...	...	...	gr. 1/4 (0.016 gm.)

QUININE DIHYDROCHLORIDE, 'TABLOID' BRAND, gr. 2
(0.13 gm.); gr. 3 (0.194 gm.); and gr. 5 (0.324 gm.)
(*Plain or sugar-coated*)

QUININE AND RHUBARB COMPOUND, 'TABLOID' BRAND

Powdered Jalap...	...	...	...	gr. 1-1/2 (0.097 gm.)
Calomel	...	...	...	gr. 1 (0.065 gm.)
Powdered Rhubarb	...	...	...	gr. 1-1/2 (0.097 gm.)
Quinine Bisulphate	...	...	...	gr. 1 (0.065 gm.)

QUININE SULPHATE, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

RHUBARB COMPOUND POWDER, 'TABLOID' BRAND,

(see GREGORY POWDER, page 58)

SALICIN, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

SALOL, 'TABLOID' BRAND, gr. 5 (0.324 gm.)

SANDAL WOOD OIL, 'TABLOID' BRAND, min. 5 (0.296 c.c.)
(Capsule); and min. 10 (0.592 c.c.) (Capsule)

SANTONIN, 'TABLOID' BRAND, gr. 1 (0.065 gm.)

'SAXIN,' 'TABLOID' BRAND, gr. 1/4 (0.016 gm.)
(Trade Marks)

A delicious sweetening agent free from metallic taste. Each product is equal in sweetening power to one large lump, two small lumps, or one teaspoonful of sugar. Useful for sweetening tea, coffee, cocoa and prepared foods.

SODA-MINT (*Neutralising*), 'TABLOID' BRAND

Sodium Bicarbonate	...	...	gr. 4 (0.259 gm.)
Ammonium Bicarbonate	...	...	} a sufficiency
Oil of Peppermint	...	...	

SODIUM ACID PHOSPHATE, 'TABLOID' BRAND

gr. 10 (0.648 gm.)

For use in conjunction with 'Tabloid' Hexamine.

SODIUM BICARBONATE, 'TABLOID' BRAND,

gr. 5 (0.324 gm.)

SODIUM BROMIDE COMPOUND, 'TABLOID' BRAND

Sodium Bromide	...	...	gr. 2 (0.13 gm.)
Strontium Bromide	...	...	gr. 2 (0.13 gm.)
Ammonium Bromide	...	...	gr. 1 (0.065 gm.)
Dried Sodium Arsenate	...	...	gr. 1/60 (0.00108 gm.)

SODIUM CITRATE, 'TABLOID' BRAND, gr. 2 (0.13 gm.);
and gr. 5 (0.324 gm.)

For the treatment of milk, to prevent the formation of hard curds in the stomach.

SODIUM SALICYLATE (*Physiologically Pure*), 'TABLOID' BRAND, gr. 5 (0.324 gm.)

Antipyretic, anti-rheumatic.

SODIUM SULPHATE, EFFERVESCENT, B.P.,
'TABLOID' BRAND, gr. 60 (3.89 gm.)

Each represents gr. 30 (1.944 gm.) of Sodium Sulphate.

SULPHUR COMPOUND, 'TABLOID' BRAND

Precipitated Sulphur ... gr. 5 (0.324 gm.)

Potassium Bitartrate ... gr. 1 (0.065 gm.)

TANNIN, 'TABLOID' BRAND, gr. 2-1/2 (0.162 gm.)

TEA, 'TABLOID' BRAND (*see page 71*)

THIRST QUENCHER, 'TABLOID' BRAND

Agreeably flavoured and palatable; dissolved slowly in the mouth, it stimulates the secretion of saliva and so relieves the sensation of thirst.

THREE BROMIDES, EFFERVESCENT, 'TABLOID' BRAND

Potassium Bromide ... 0.4 gm. (gr. 6-1/4 approx.)

Sodium Bromide ... 0.4 gm. (gr. 6-1/4 approx.)

Ammonium Bromide ... 0.2 gm. (gr. 3 approx.)

Effervescent Salt ... *a sufficiency*

THYMOL, 'TABLOID' BRAND, gr. 2 (0.13 gm.)

THYROID GLAND (*Standardised*), 'TABLOID' BRAND,
gr. 1 (0.065 gm.)

TONIC COMPOUND, 'TABLOID' BRAND

Iron Pyrophosphate ... gr. 2 (0.13 gm.)

Quinine Bisulphate ... gr. 1 (0.065 gm.)

Strychnine Sulphate ... gr. 1/100 (0.00065 gm.)

(*Plain or sugar-coated*)

VEGETABLE LAXATIVE, 'TABLOID' BRAND

(*see LAXATIVE VEGETABLE, page 59*)

VICHY SALT, EFFERVESCENT, ARTIFICIAL,
'TABLOID' BRAND

VICHY SALT, EFFERVESCENT, ARTIFICIAL, AND LITHIUM CITRATE, 'TABLOID' BRAND

Each contains gr. 1 of Lithium Citrate in addition to the essential constituents of Vichy Water.

WATER STERILISER, 'TABLOID' BRAND

Each carton contains: 'Tabloid' Chlorinated Lime, equivalent to gr. 1 (0.065 gm.) of Chlorine, and 'Tabloid' Sodium Thiosulphate, gr. 6 (0.389 gm.).

ZINC OXIDE, 'TABLOID' BRAND, gr. 2 (0.13 gm.)

TRADE 'TANNAFAX' MARK

'TANNAFAX' BRAND TANNIC ACID JELLY

(Trade Mark)

(Tannic acid, with 0.5 per cent. Phenol, in a water-soluble base)

Presents tannic acid in a water-soluble antiseptic base which can be removed if necessary without the pain associated with oily or greasy preparations. Superior to tannic acid solutions.

TRADE MARK 'VAPOROLE' BRAND PRODUCTS

AMMONIA, AROMATIC, 'VAPOROLE' BRAND

(Trade Mark)

For use as "Smelling Salts." Presents a solution of ammonia vapour with aromatics ready for immediate use in emergencies. Each 'Vaporole' product contains a convenient quantity of solution in a thin glass capsule surrounded by absorbent material, the whole being enclosed in a silken net. When required, the capsule is crushed by slight pressure between the thumb and forefinger, and the vapour inhaled.

AMYL NITRITE, 'VAPOROLE' BRAND, min. 3 (0.178 c.c.); and min. 5 (0.296 c.c.)

IODINE, 'VAPOROLE' BRAND (3 per cent. weight in volume), min. 20 (1.184 c.c.); and 1/2 fl. oz. (14 c.c.)

A valuable antiseptic and germicide.

For Medical Officers of Expeditions, Scientists and Explorers, special equipments are also supplied, containing 'Soloid' Brand Products for testing purposes, for urine, water and sewage analysis; also 'Soloid' Brand Microscopic Stains, for colouring biological and other specimens. Further information concerning these products may be obtained on application to Burroughs Wellcome & Co.

TRAVEL PHOTOGRAPHY

IT WAS at one time almost impossible for the traveller, tourist or sportsman, who wished to do photographic work under conditions which he could not foresee, to carry the apparatus and solutions required, owing to their bulk; but to-day, the man who goes to a distant part of the world takes 'TABLOID' Photographic Chemicals with him, because he knows these products will make him independent of the ordinary conveniences of the dark-room. With a carton of 'TABLOID' 'RYTOL' in his pocket he is secure against all contingencies. Weights and scales are unnecessary; he can improvise measures and make use of anything that comes handy as a developing tray; **and yet preserve precision.** He

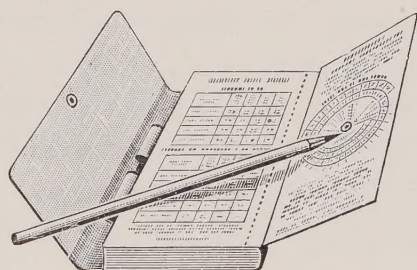


Reduced facsimile

knows the temperature, he knows his developer, and he knows the correct time. And his method, though it appears rough and ready, becomes, in fact, with the accurately-measured and uniform 'Tabloid' products, the acme of precision.

'TABLOID' 'RYTOL' Universal Developer is so compact that a carton containing the materials for 100 ounces of full-strength solution occupies only

journalists, war correspondents and travellers in all parts of the globe from the Arctic to the Antarctic. The simplest and most certain method of ensuring correct exposure is provided by the ingenious mechanical Calculator contained in each copy of THE 'WELLCOME' EXPOSURE CALCULATOR, HANDBOOK AND DIARY. Its essential feature is a disc, *one* turn of which shows at a glance the correct exposure for all normal subjects, with any film or plate, anywhere and under any conditions.



Measurements: $5\frac{3}{8} \times 3\frac{1}{4}$ in.

The illustration on *page 66* makes its simplicity clear. The central portion is the revolving disc which registers with the two fixed scales. Facing the Calculator are tables giving light values, so arranged that the table for each month comes to the front in its proper season.

The Calculator is set by turning the disc until the speed of the plate or film in use registers with the light value. Then, for all ordinary subjects, the correct exposure appears in red opposite each stop. For special subjects a second turn of the scale is all that is necessary.

THE 'WELLCOME' EXPOSURE CALCULATOR, HANDBOOK AND DIARY is also a pocket notebook and encyclopædia of photographic information. Editions are issued for: (1) Northern Hemisphere and Tropics, (2) Southern Hemisphere and Tropics, (3) Australasia and Tropics, (4) United States of America and Tropics. These editions give the information necessary for correct exposure in all parts of the world.

TRADE
MARK 'TABLOID' BRAND

PHOTOGRAPHIC PRODUCTS

The word 'TABLOID' denotes a Burroughs Wellcome & Co. product. To ensure the supply of pure and reliable preparations, this brand should always be specified when ordering.

'TABLOID' BRAND PHOTOGRAPHIC CHEMICALS are fine chemicals, accurately divided into definite quantities and ready for use by simple solution. They are extremely compact, and retain their activity under the most trying conditions of climate or storage.

Developers

The Developers are packed in cartons, each containing the 'Tabloid' Reducing Agent and the 'Tabloid' Accelerator specially prepared for use with that Reducing Agent.

'TABLOID' BRAND

(Photographic)—

,, 'Rytol' (*Trade Mark*) Universal Developer

A distinctive preparation possessing a unique range of application. It is equally suitable for the development of plates, films, bromide paper, gas light paper or lantern slides.

,, Fine-Grain Developer

A fine-grain developer of the borax type which is ideally suited to the development of miniature negatives.

,, 'Tancol' (*Trade Mark*) Developer

The outcome of special investigations to discover the ideal developer for tank use. Can also be used in the tray. For *negative development* only.

,, Amidol Developer

,, Hydroquinone (Quinol) Developer

,, Metol Developer

,, Metol-Quinol Developer

,, Pyro-Metol Developer (*Imperial Standard Formula*),, Pyro-Soda Developer (*Ilford Formula*)

'Tabloid' Brand Photographic Products (*continued*)—

Toners

'TABLOID' BRAND

(Photographic)—

„	Bleaching Compound	in tubes
„	Blue Toner	in cartons
„	Brown Toner (<i>for modifying Sepia prints</i>)...	in bottles
„	Copper Ferrocyanide Toning Compound ...	in tubes
„	Green Toner	in cartons
„	Platinum Toning Compound...	in tubes
„	Sepia Toner	in cartons
„	Sulphiding Compound	in tubes
„	*Gold Chloride, gr. 1/2 with Sulphocyanide Compound B 6	
„	* „ „ „ „ „ „ Thiosulphate Compound B 10	
	(<i>Combined Bath</i>)	

*For convenience, the above formulæ may be ordered by their numbers thus: "'Tabloid' Gold Toning B 6 or B 10."

Desensitiser

'TABLOID' BRAND

(Photographic)—

„	DESENSITISER	in tubes
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Accessories

'TABLOID' BRAND

(Photographic)—

„	ALKALI—	
	‘Tabloid’ Sodium Carbonate, gr. 44 ...	in bottles
„	DENSITY REDUCERS—	
	‘Tabloid’ Ammonium Persulphate, gr. 11 ...	in tubes
	‘Tabloid’ Potassium Ferricyanide, gr. 2 ...	in tubes
„	FIXER—	
	‘Tabloid’ Sodium Thiosulphate (Hypo), Dried, gr. 28.5 (=gr. 44 of crystals) ...	in bottles
„	HARDENER—	
	‘Tabloid’ Alum, gr. 10	in bottles
„	HARDENER AND CLEARER—	
	‘Tabloid’ Alum and Citric Acid Compound	in bottles

'Tabloid' Brand Photographic Products (*continued*)—**'TABLOID' BRAND****(Photographic)—**,, **INTENSIFIERS—**

'Tabloid' Chromium Intensifier in bottle

'Tabloid' Mercuric Iodide and Sodium
Sulphite in tube,, **PRESERVATIVES—**'Tabloid' Potassium Metabisulphite,
gr. 10 in bottle'Tabloid' Sodium Sulphite, Dried, gr. 5
(= gr. 10 of ordinary sodium sulphite
crystals) in bottle,, **RESTRAINERS—**

'Tabloid' Ammonium Bromide, gr. 1 ... in tube

'Tabloid' Potassium Bromide, gr. 1 ... in tube

'Tabloid' Sodium Citrate, gr. 1 ... in tube

,, **SENSITISER** (*for carbon tissue, etc.*)—'Tabloid' Potassium Ammonium Chromate,
gr. 24 in tube**For Direct Colour Photography****'TABLOID' BRAND****(Photographic)—**

,, Reversing Compound... .. in tube

,, Colour Plate Intensifier in carton

'Soloid' Photographic Stains

In Blue, Green, Red or Yellow in tube

The 'Wellcome'**Photographic Exposure Calculator,****Handbook and Diary** (*see page 66*)

TRADE MARK 'TABLOID' BRAND TEA

'TABLOID' TEA is absolutely pure, and of the finest quality. Its use enables the traveller, tourist or sports-



Reduced facsimile

especially convenient for preparing the early-morning or afternoon cup of tea.

'TABLOID' BRAND TEA is issued in two qualities: a pure tea of high quality and delightful flavour; and a *Special Blend* of the very choicest varieties.

Tins (hinged lid) of 100 and 200. Special Blend, tins (hinged lid) of 100

TRADE MARK 'TABLOID' BRAND 'SAXIN' TRADE MARK

'TABLOID' 'SAXIN' is an excellent substitute for sugar. It differs from other sweetening agents in being free from metallic taste, and may be used, when sugar is forbidden, to impart a delicate sweetness to tea, coffee, cocoa, etc. Each 1/4 grain 'Tabloid' product is equivalent in sweetening power to one large or two small lumps of sugar.



Bottle of 100
Height, 1½ in.

Bottles containing 100, 200 and 500



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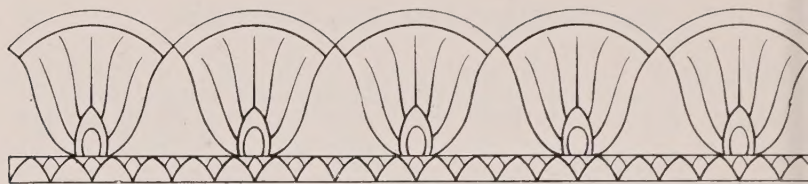
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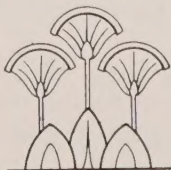
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THE
TRADE MARK

'TABLOID'

The word 'TABLOID' is a registered Trade Mark.

The word 'TABLOID' denotes a Burroughs Wellcome & Co. product and is applied to many classes of products.

The word 'TABLOID' on a package, wherever purchased, ensures supreme and uniform quality.

The word 'TABLOID' may not be used except with reference to a Burroughs Wellcome & Co. product.

BEWARE OF IMITATIONS

*Offenders are prosecuted rigorously in the interests of
all concerned*

'TABLOID' was registered as a Trade Mark in 1884.
over 50 years ago